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Nota di bibliografia	Includes bibliographical references (p. 181-214) and index.
Nota di contenuto	A tale of two campaigns? -- Who's in charge? Candidates, consultants, and political parties -- Where do we stand? A comparative view among the actors -- Money, elections, and the impact of reform -- Ethics and the health of American campaigning -- The health of U.S. campaigning after the 2004 election.
Sommario/riassunto	"Through analysis of the 2004 presidential campaigns of George W. Bush and John F. Kerry, explores the strengths and weaknesses of the current U.S. campaign system and possible approaches to improving campaign conduct"--Provided by publisher.