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Sommario/riassunto

The 2008 election was an extraordinary event that represented change at many levels. The candidates' innovative campaigns changed how funds were raised, how voters were mobilized, and how messages were communicated through advertising and the internet. Parties and interest groups played their own important role in this historic election. In The Change Election, David Magleby assembles a team of accomplished political scientists to provide an in-depth analysis of this groundbreaking presidential election. These scholars through a set of compelling case studies examine the comp
