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Sommario/riassunto	It takes more than an excellent candidate to win elections; it takes an outstanding campaign organization, too. Campaign Inc. is the story of how leadership and organization propelled Barack Obama to the White House. As the chief operating officer of Obama's 2008 presidential campaign, Henry F. De Sio, Jr., was positioned to view this historic campaign as few others could. In this fascinating behind-the-scenes account, he whisks readers into Obama's national election headquarters in Chicago to glimpse the decision-making processes and myriad details critical to running a successful and innovat