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Sommario/riassunto	In Ukraine's presidential elections of 2004, the establishment candidate Viktor Yanukovich had the advantages of a solid regional base, access to administrative resources, dominance in the media, help by Russian spin-doctors, and support of Moscow. Yet the winner was the pro-Western challenger, Viktor Yushchenko. How did Ukrainian voters break through the barrage of propaganda so as to deliver their ultimate verdict? Was the divide between Eastern and Western Ukraine fact or PR fiction? In this volume, scholars from two continents examine various aspects of the elections that turned into the O