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Autore	Brewer Mark D
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Nota di bibliografia	Includes bibliographical references (p. [101]-114) and index.
Nota di contenuto	Pictures of parties -- Party images in the electorate as a whole -- Party images and the class cleavage -- Party images and race and ethnicity -- Party images and sex -- Party images and religious salience -- Conclusion.
Sommario/riassunto	This book systematically examines the substance, evolution, and manipulation of party images within the American public over the last half century, both within the public as a whole and within important subgroups based on class, race and ethnicity, sex, and religiosity. Ultimately, this important book investigates how these party images are tied into the story of party polarization and how they affect electoral outcomes in the United States.