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Titolo	Electing the president, 2012 : the insiders' view // edited by Kathleen Hall Jamieson
Pubbl/distr/stampa	Philadelphia : , : University of Pennsylvania Press, , [2013] ©2013
ISBN	0-8122-0927-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (252 p.)
Altri autori (Persone)	JamiesonKathleen Hall
Disciplina	324.973/0932
Soggetti	Political campaigns - United States - Case studies Presidents - United States - Election - 2012
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Digest of a daylong discussion among top strategists from the Romney and Obama campaigns that took place at the Annenberg Public Policy Center in Philadelphia on December 6, 2012.
Nota di bibliografia	Includes bibliographies and index.
Nota di contenuto	Front matter -- Contents -- Introduction -- 2012 Presidential Campaign Timeline -- Chapter 1. Election Overview -- Chapter 2. Campaigns and the Press -- Chapter 3. Looking Back, Looking Forward -- Chapter 4. Debate Strategy and Effects -- Chapter 5. Vice Presidential Selection -- Chapter 6. Advertising -- Chapter 7. Polling -- Index
Sommario/riassunto	President Barack Obama decisively won reelection to a second term, garnering the popular vote as well as 332 electoral votes to the challenger's 206, but the course of presidential campaigning never did run smooth. Despite a slowly rising stock market and falling unemployment rate, the economic recession provided the Romney campaign with rich opportunities for criticism of Obama's first term. Obama's team countered negative advertising with its own program to discredit Romney's platform, building on the microtargeting techniques from 2008. A surge in social media promotion and fact-checking changed the tenor of campaign reportage for better and for worse. On December 6, 2012, prominent members of President Obama's election staff (including David Axelrod, Joel Benenson, Stephanie Cutter, Anita Dunn, and Jim Margolis) met with notable members of the Romney campaign (including Eric Fehrstrom, Kevin Madden, Beth Myers, Neil

Newhouse, and Stuart Stevens) for a debriefing of this tumultuous election cycle. Each team made a formal presentation about how it prepared for and responded to the events of the election, describing the members' strategies and perceptions at different points of the campaign and interrogating the opposing party's team about its tactics. In this book, Kathleen Hall Jamieson provides an overview and an edited transcript of the all-day event, along with a timeline of election year milestones. A DVD featuring select video of the proceedings is included. Electing the President, 2012 offers a detailed look into the internal machinery of a presidential campaign and insight into the principles that drive outcomes in a democratic election.

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2. **Record Nr.** UNINA9910689861903321
- Titolo** Evolution of VA-DOD collaboration in research and amputee care for veterans of current and past conflicts, as well as needed reforms in VA blind rehabilitation services : hearing before the Committee on Veterans' Affairs, House of Representatives, One Hundred Eighth Congress, second session, July 22, 2004
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- Descrizione fisica** 1 online resource (iv, 194 p.) : ill
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- Soggetti** Amputees - Rehabilitation - United States  
Blind - Rehabilitation - United States  
Veterans - Medical care - United States  
Amputation, Surgical - rehabilitation  
Blindness - rehabilitation  
Veterans - United States
- 
- Lingua di pubblicazione** Inglese
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- Formato** Materiale a stampa
- 
- Livello bibliografico** Monografia
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