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Nota di contenuto	1. Prelude, 1991-2001 -- 2. The Canadian Alliance Leadership Campaign, 2001-2002 -- 3. Intermission, 2002-2003 -- 4. The conservative leadership race, 2003-2004 -- 5. Getting ready, 2004 -- 6. National election, 2004 -- 7. Getting ready again, 2004-2005 -- 8. Winning the race, 2005-2006 -- 9. The ten commandments of conservative campaigning -- App. Political terminology and acronyms.
Sommario/riassunto	Harper's team fought four campaigns in five years: two leadership races and two national elections. Through trial and error - and determination - they learned to combine the Reform Party's strength in grassroots politics with the Progressive Conservative expertise in advertising and media relations, while simultaneously adopting the latest advances in information and communications technology.