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Autore	Popkin Samuel L
Titolo	The candidate [[electronic resource]] : what it takes to win-- and hold-- the White House // Samuel L. Popkin
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Descrizione fisica	1 online resource (361 p.)
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Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Campaign juggling -- Planning for chaos -- Challengers: Senator Clinton in 2008 -- Challenger case study: the search for the experienced virgin -- Incumbents: regicide or more of the same -- Incumbent case study: President Bush in 1992 -- Seven successor lapdogs or leaders -- Successor case study: Vice-President Al Gore in 2000 -- Teams that work -- Conclusion: is this any way to pick a president?.
Sommario/riassunto	There are two winners in every presidential election campaign: The inevitable winner when it begins--such as Rudy Guliani or Hillary Clinton in 2008--and the inevitable victor after it ends. In The Candidate, Samuel Popkin explains the difference between them.While plenty of political insiders have written about specific campaigns, only Popkin--drawing on a lifetime of presidential campaign experience and extensive research--analyzes what it takes to win the next campaign. The road to the White House is littered with geniuses of campaigns past. Why doesn't practice make perfect? Why is experie