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Sommario/riassunto

In giving President Obama a record level of support (75 percent) and reaching a watershed 10 percent of the voting population, Latinos proved to be decisive in the 2012 election outcome—an unprecedented mark of influence for this segment of the wider electorate. This shift also signaled a radical reenvisioning of mobilization strategies by both parties and created a sea change in the way political organizations conduct outreach and engagement efforts. In this groundbreaking volume, experts in Latino politics ask: What is the scope of Latino voter influence, where does this electorate have the