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Nota di contenuto	Contents; Acknowledgments; 1 Introduction to the Study of Campaign Consultants; 2 Portrait of Campaign Consultants; 3 The Business of Political Consulting; 4 Lessons from the Field: A Journey into Political Consulting; 5 Hired Guns and House Races: Campaign Professionals in House Elections; 6 Professionalization in Congressional Campaigns; 7 Electoral Partnerships: Political Consultants and Political Parties; 8 Campaign Consultants and Direct Democracy: Politics of Citizen Control; 9 The Internationalization of Campaign Consultancy APPENDIX A: Measuring Campaign Consultants Attitudes and Beliefs APPENDIX B: The State Party Survey; APPENDIX C: Initiative and Referendum Interviews; Contributors; Index
Sommario/riassunto	Campaign politics has become increasingly professionalized in recent years. The growing prevalence and influence of paid consultants in the United States and other democracies is one of the most important

factors changing the nature of electoral politics. Campaign Warriors thoroughly examines this critical--and controversial--development and its impact on the political system in the U.S. and other countries. The contributors approach the topic from several different perspectives, including the increasing use of "spin doctors" and the resulting loss of influence of state and national political parties. The book investigates the role of these paid advisers: who they are, what they do and why, and how they feel about their work. The contributors discuss the consultant's relationship with candidates and parties, and analyze the effect of their efforts on election outcome.

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