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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	From Anita Bryant to California Proposition 8 : the religious right's attack on LGBT rights -- An uphill battle in the 70s and 80s : building LGBT movement infrastructure -- Fighting the right in the 90s : developing sophisticated campaigns -- A winning streak : teaching campaign tactics, building statewide organizations -- And spreading victories -- Losing at same-sex marriage : rethinking ballot measure tactics -- Smears, tears, and queers : race and transgender inclusion in campaigns.
Sommario/riassunto	From Boulder in 1974 to Maine Question 1 in 2009, the first comprehensive history of the LGBT movement's fight against anti-gay ballot measures