

1. Record Nr.	UNINA9910812829303321
Autore	Popkin Samuel L
Titolo	The candidate : what it takes to win-- and hold-- the White House // Samuel L. Popkin
Pubbl/distr/stampa	New York, : Oxford University Press, 2012
ISBN	1-280-59285-0 9786613622686 0-19-992208-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (361 p.)
Disciplina	324.973
Soggetti	Presidents - United States - Election - History Presidential candidates - United States - History Presidential candidates - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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