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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Navigating presidential nominating contests -- Inside parties : the politics of earning the presidential nomination / Lara M. Brown -- Donors, dollars, and momentum : lessons for presidential candidates in waging a viable campaign for the nomination / Victoria A. Farrar-Myers -- The virtual primary campaign : connecting with constituents in a multimedia age / Diane J. Heith -- Off to the (horse) races : media coverage of the 'not-so-invisible' invisible primary of 2007 / Lori Cox Han -- Winning the White House -- The debate about the debates : sixty years of hopes and laments for presidential colloquies / David Greenberg -- Swing states and electoral college strategy / John Fortier and Tim Ryan -- The road to the White House 2000 : lessons learned for the future / Shirley Anne Warshaw -- Governing in the White House -- Separation anxiety : unified and divided government in layered context / David A. Crockett -- Fighting a war, or managing a problem? : how presidents approach terrorism / Christopher Preble.