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Altri autori (Persone)	MayerWilliam G. <1956->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	What exactly is a swing voter? definition and measurement / William G. Mayer -- Swing voters in the Gallup poll, 1944 to 2004 / Jeffrey M. Jones -- Campaign dynamics and the swing vote in the 2004 election / Michael Dimock, April Clark, and Juliana Menasce Horowitz -- Swing voting and U.S. presidential elections / Daron R. Shaw -- Swing voters in subnational campaigns / Jeffrey M. Stonecash -- Swing voters? Hah! the not very "persuadables" and the not really "undecideds" in 2004 / Adam Clymer and Ken Winneg -- Do swing voters swing elections? / James E. Campbell -- Conclusion : the state of the discussion / William G. Mayer and Ruy Teixeira.
Sommario/riassunto	"Fills conceptual gap concerning the swing voter. Answers four questions: What is a swing voter? How to identify them? Do they differ from the rest of the electorate? What is their role? Presents a picture of this key political group, tracking them across six decades of national and local elections"--Provided by publisher.