

1. Record Nr.	UNINA9910819304803321
Autore	Campbell James E. <1952->
Titolo	The American campaign : U.S. presidential campaigns and the national vote // James E. Campbell
Pubbl/distr/stampa	College Station, : Texas A&M University Press, c2008
ISBN	1-299-05205-3 1-60344-447-5
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (336 p.)
Collana	Joseph V. Hughes Jr. and Holly O. Hughes series on the presidency and leadership
Disciplina	324.70973
Soggetti	Presidents - United States - Election Political campaigns - United States Voting - United States Election forecasting - United States Political science - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. [279]-291) and index.
Nota di contenuto	The impact of presidential campaigns -- The theory of the predictable campaign -- Studying the effects of campaigns -- The stable context of the campaign -- Presidential incumbency -- The economic context of the campaign -- The normal course of the campaign -- Electoral competition and unsystematic campaign effects -- How campaigns matter -- Epilogue : the 2008 campaign.