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Autore	Dulio David A
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Nota di contenuto	Front Matter -- Contents -- Illustrations -- Tables -- Preface -- Introduction -- Consultants Enter the Electioneering Mix -- Who are these Guys Anyway? -- Electoral Connections -- Party Favors? -- Consultants' Effects on Candidate Fund-raising and Electoral Success -- For Better or Worse -- Consultants Survey Sampling Procedures -- Political Consultants Survey Questionnaire -- Follow-up Survey to Determine Effective and Well-known Consultants -- First-Stage Regressions and Supplemental Analyses for Models in Chapter 6 -- Additional Model Specifications for Tables 6.3–6.5 -- Notes -- Bibliography -- Index
Sommario/riassunto	For Better or Worse? offers a fresh look at how professional campaign consultants have both positive and negative effects on democracy in the United States. Questioning much of the prevailing conventional wisdom, David A. Dulio employs a unique set of data that empirically examines consultants' own attitudes and beliefs to evaluate where they stand in modern democratic elections. Furthermore, he explores their relationships with candidates, voters, political parties, and the media, revealing that political consultants play an integral role in U.S. elections.

