

1. Record Nr.	UNINA9910827157703321
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Titolo	Harper's team : behind the scenes in the Conservative rise to power / / Tom Flanagan
Pubbl/distr/stampa	Montreal ; ; Ithaca, : McGill-Queen's University Press, 2009
ISBN	0-7735-7872-2 1-282-86590-0 9786612865909 0-7735-7538-3
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (369 pages) : illustrations
Disciplina	324.271094
Soggetti	Political campaigns - Canada Political leadership - Canada Canada Politics and government 1980-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Prelude, 1991-2001 -- 2. The Canadian Alliance Leadership Campaign, 2001-2002 -- 3. Intermission, 2002-2003 -- 4. The conservative leadership race, 2003-2004 -- 5. Getting ready, 2004 -- 6. National election, 2004 -- 7. Getting ready again, 2004-2005 -- 8. Winning the race, 2005-2006 -- 9. The ten commandments of conservative campaigning -- App. Political terminology and acronyms.
Sommario/riassunto	Harper's team fought four campaigns in five years: two leadership races and two national elections. Through trial and error - and determination - they learned to combine the Reform Party's strength in grassroots politics with the Progressive Conservative expertise in advertising and media relations, while simultaneously adopting the latest advances in information and communications technology.