

1. Record Nr.	UNINA9910953382703321
Titolo	The strategy of campaigning : lessons from Ronald Reagan and Boris Yeltsin // by Kiron K. Skinner ... [and others] ; foreword by George P. Shultz
Pubbl/distr/stampa	Ann Arbor : , : University of Michigan Press, , c2007
ISBN	9786612591594 9781282591592 1282591592 9780472025855 0472025856
Descrizione fisica	1 online resource (353 p.)
Altri autori (Persone)	SkinnerKiron K
Disciplina	324.72
Soggetti	Political campaigns - United States Presidents - United States - Election - 1980 Presidents - Russia (Federation) - Election Political campaigns - Russia (Federation)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 305-320) and index.
Nota di contenuto	Contents -- Foreword / George P. Shultz -- Acknowledgments -- 1. Campaign Strategy -- 2. The New South Rises: Competition for the Republican Presidential Nomination in 1968 -- 3. Down to Political Defeat: Reagan's Inability to Break Ford's Coalition in the 1976 Primaries -- 4. Reshaping the Domestic and International Landscape, Part 1: The Long Road to the 1980 Presidential Election -- 5. Reshaping the Domestic and International Landscape, Part 2: The 1980 Presidential Election -- 6. Fighting the Nomenklatura's Privileges: The Rhetorical Campaign of 1986-1988 -- 7. Yeltsin's Winning Campaigns: Down with Privileges and Out of the USSR, 1989-1991 -- 8. Conclusions -- Notes -- Bibliography -- Index.
Sommario/riassunto	The Strategy of Campaigning explores the political careers of Ronald Reagan and Boris Yeltsin, two of the most galvanizing and often controversial political figures of our time. Both men overcame defeat early in their political careers and rose to the highest elected offices in

their respective countries. The authors demonstrate how and why Reagan and Yeltsin succeeded in their political aspirations, despite--or perhaps because of--their apparent "policy extremism" that is, their advocacy of policy positions far from the mainstream. The book analyzes the viability of policy extremism as a political strategy that enables candidates to forge new coalitions and outflank conventional political allegiances. Kiron K. Skinner is Associate Professor of International Relations and Political Science at Carnegie Mellon University, a Research Fellow at the Hoover Institution, and a member of the Chief of Naval Operations Executive Panel and the National Security Education Board. Serhiy Kudelia is Lecturer of Politics at Kyiv-Mohyla Academy, Ukraine and advisor to Deputy Prime Minister of Ukraine. Bruce Bueno de Mesquita is Julius Silver Professor and Director of the Alexander Hamilton Center for Political Economy at New York University and a Senior Fellow at the Hoover Institution. Condoleezza Rice is on a leave of absence from Stanford University, where she was a Professor of Political Science and a Senior Fellow at the Hoover Institution. She is currently serving as U.S. Secretary of State.
