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Consequential Choices by the Obama and Romney Presidential Campaigns -- Appendices -- A Timeline of the 2012 Presidential Campaign -- B Presidential and Vice-Presidential Candidates -- C Campaign Organizations and Consultants -- D 2012 Republican Primary and Caucus Results: Percentage of Vote and Delegates Won -- E General Election Results -- F Campaign Spending -- G Selected Campaign Advertisement Scripts -- H Remembering the Campaign of 2012 -- Notes on the Editor and Contributors -- Index.

Sommario/riassunto

In this important and timely volume, Dennis W. Johnson has assembled an outstanding team of political scientists and political professionals to examine one of the fiercest and most closely fought presidential elections of our time. Like its predecessor on the 2008 race, *Campaigning for President 2012: Strategy and Tactics* focuses on political management. It is written by both campaigns and elections scholars and practitioners, who highlight the role of political consultants and campaigns while also emphasizing the strategy and tactics employed by the candidates, the national political parties, and outside interests. The contributors explore the general mood of the electorate in the 2012 election, the challenges Obama faced after his first term, the primaries, money, communication, the important issues of the election, and finally the election itself. This is the most comprehensive and broad treatment of the 2012 presidential election available.
