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Autore	Campbell James E. <1952->
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Descrizione fisica	1 online resource (336 p.)
Collana	Joseph V. Hughes Jr. and Holly O. Hughes series on the presidency and leadership
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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.
Sommario/riassunto	Newly revised for use in conjunction with the 2008 campaign, Campbell's classroom-tested volume presents his "theory of the predictable campaign," incorporating the fundamental conditions that systematically affect the presidential vote: political competition, presidential incumbency, and election-year economic conditions.