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| Descrizione fisica      | 1 online resource (369 pages) : illustrations                                                                                                                                                                                                                                                                                                                                                                |
| Disciplina              | 324.271094                                                                                                                                                                                                                                                                                                                                                                                                   |
| Soggetti                | Political campaigns - Canada<br>Political leadership - Canada<br>Canada Politics and government 1980-                                                                                                                                                                                                                                                                                                        |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 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. |