



Campaigns from the Ground Up: State House Elections in a National Context (Pathways of Politics)

John S Klemanski, David A Dulio, Michael Switalski

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Based on data from the most recent elections, this book examines state house races in four key states California, Texas, Michigan, and Virginia and creates simulations of campaign planning, strategizing, budgeting, fundraising, and winning in a variety of political contexts. The authors have not only researched and taught about these issues they have conducted campaigns, run for office, and served in government at every level from the local to the national. They have experience confronting questions of campaign ethics and crisis management, and they actively embrace social media in their work. Internet fundraising as well as campaign websites are among the many media subjects included. This is a book not just for candidates, campaign professionals, and students, but for all concerned citizens who want to understand the pathways of politics better.



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