



Congressional Elections: Campaigning At Home and In Washington, 5th Edition

Herrnson P

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Praised for combining solid empirical research with real-world politics, Paul Herrnson provides a thorough and balanced assessment of congressional campaigns and elections. Arguing that successful candidates actually run two campaigns one for votes, the other for resources *Congressional Elections* shows how this dual strategy affects not only who wins individual races, but who impacts representation in Congress more broadly, and ultimately the entire electoral system. Using campaign data, original survey research, and hundreds of interviews with candidates and political insiders, Herrnson systematically analyzes candidate, party, and PAC strategies to give students a feel for how these crucial avenues of political influence converge. Case studies of individual campaigns are woven throughout to paint vivid portraits of real people raising money, giving speeches, serving constituents, and tackling important policy issues. New coverage and analysis include:

- the 2006 campaign and election results, including the impact the national parties had on the outcomes of individual races;
- the Democrats winning control over the House and Senate;
- the effects of the war in Iraq and political corruption on candidates' issue positioning;
- the role of the Internet in waging political campaigns;
- the use of outside campaigning, advocacy ads, and grassroots activities to influence election outcomes.

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