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This text covers contemporary campaign techniques from every angle, ranging from voter contact techniques to future trends in political campaigning. The Fourth Edition provides an in-depth illustration of campaign craft principles, including the utilization of the latest technologies in netroots organizing and Web 2.0 outreach.

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Campaign Craft The Strategies Tactics And Art Of Political

The finance director must develop a fundraising plan to meet the campaign's budget and set weekly, monthly, and quarterly goals that will satisfy its spending needs. The plan should account for the costs of raising money. Underlying all this must be a commitment to follow the letter and spirit of the law.

Making the Dough Rise - National Democratic Institute

Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management, Revised and Expanded Edition. Throughout the text, Shea and Burton's discussion and analysis is peppered with examples from national, state- level, and local

campaigns. This comprehensive guide is must reading for all those interested in the campaign process,...

Campaign Craft: The Strategies, Tactics, and Art of

campaign - what you think, the problem as you see it, the solution as you see it, the opportunity as you see it - and only that. Stick with each stage until it is achieved.

12 basic guidelines for campaign strategy

PDF | This chapter reviews research on strategic political communication in election campaigns, which still is a rather fragmented field despite its long tradition.

(PDF) Strategic Political Communication in Election Campaigns

THE CAMPAIGN PLAN The campaign plan is one of the most critical elements of a winning electoral campaign. A strong plan serves as a roadmap to achieve the goal of winning an election.