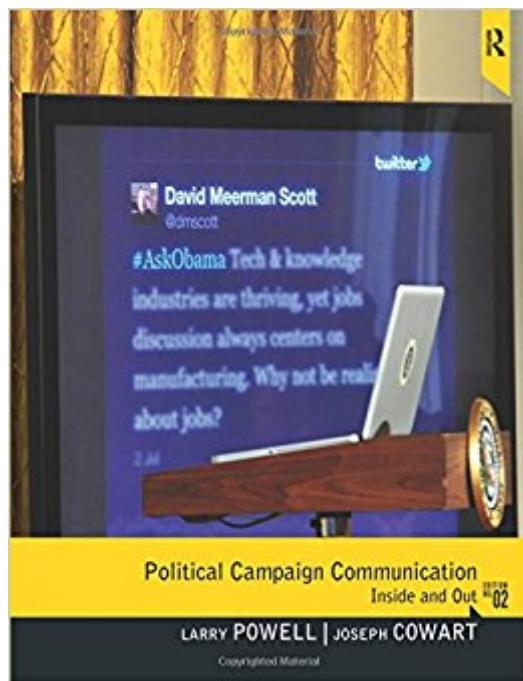


The book was found

Political Campaign Communication: Inside And Out



Synopsis

Political Campaign Communication: Inside and Out examines the ins and outs of political campaigning through the eyes of both an academic and a political consultant. This text takes a unique approach to the subject of campaign communication by examining its intricacies from views both inside and outside of the process. Unlike many texts in this field, Political Campaign Communication: Inside and Out takes a broad view of political campaigning, discussing theories and principles, along with topics such as political socialization, the role of money, ethics, and critical events.

Book Information

Paperback: 318 pages

Publisher: Routledge; 2 edition (March 1, 2012)

Language: English

ISBN-10: 0205006094

ISBN-13: 978-0205006090

Product Dimensions: 7.4 x 0.9 x 8.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 1 customer review

Best Sellers Rank: #132,361 in Books (See Top 100 in Books) #36 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Communication Policy #208 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections #319 in Books > Textbooks > Humanities > Performing Arts > Theater

Customer Reviews

Larry Powell, University of Alabama, Birmingham Joseph Cowart, Political Consultant

The book itself is really quite good. Powell and Cowart do a fantastic job blending key Communication and Political Science theories from the academic world with the real-world practical knowledge from political consultants to offer a very unique and insightful take on the political campaign process. It's easy to understand and extremely interesting, so whether you're going for an M.A. in Political Science or just curious, I recommend this book as a starting point. That said, the format of the Kindle so-called "eBook" is awful; it's essentially a amateurish scanned copy of the book, with only full sized pages available. Try scanning a pdf, then copying it to your tablet or Kindle- the effect is the same. No resizable text, no margin adjust, no column adjust, screen color,

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