

Political Campaign Communication



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Now in its sixth edition, "Political Campaign Communication" provides a realistic understanding of the strategic and tactical communication choices candidates and their staffs must make as they wage an election campaign. Trent and Friedenberg's classic text has been updated throughout to reflect recent election campaigns, including 2004 and 2006 as well as the early stages of 2008. A new chapter focuses on the use of the Internet. "Political Campaign Communication" continues to be a classroom favorite and is thoroughly researched, insightful, and is a reader-friendly text.

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