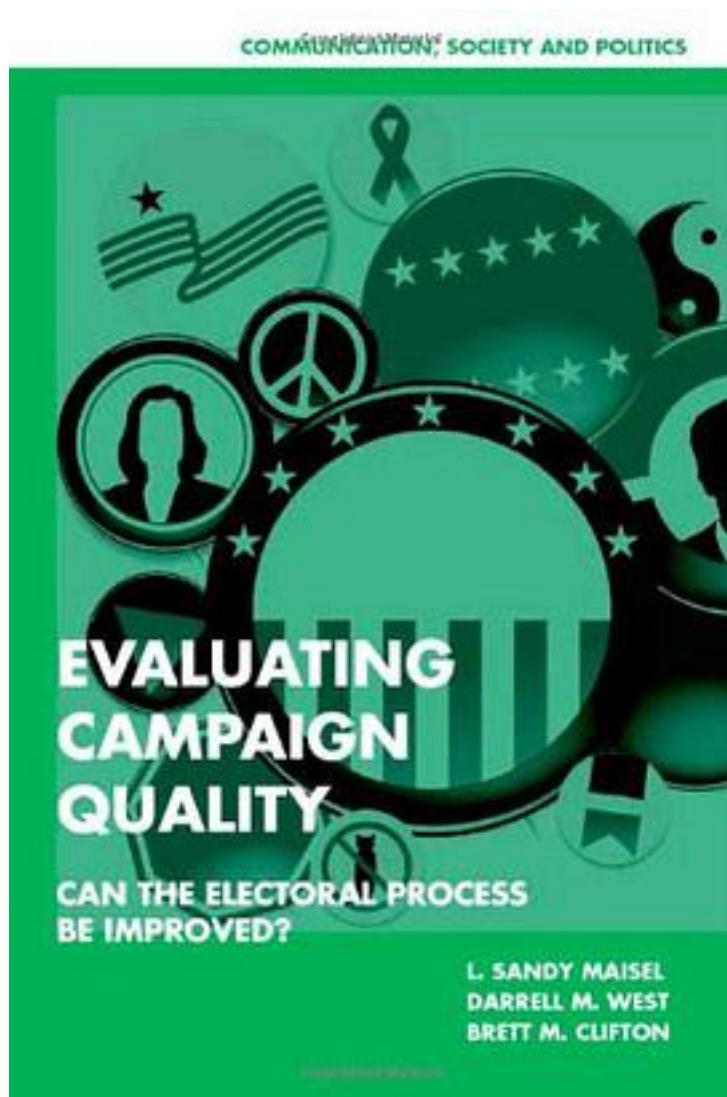


Evaluating Campaign Quality



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出版者:

出版时间: 2007-4

装帧:

isbn: 9780521877299

For a number of years, voters and academic observers have been dissatisfied with American campaigns. Contemporary races are seen as too negative, too superficial, and too unfair or misleading. Based on these complaints, a variety of reform organizations have targeted millions of dollars to improve the situation. This book seeks to evaluate whether these activities have improved the level of campaign discourse and conduct in U.S. House and Senate campaigns and argues that while individual reform efforts have achieved some of their stated objectives, the overall effect of these reform efforts has been disappointing. A different approach to campaign conduct and political discourse in American elections is clearly called for if improved campaigning is the goal.

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