



Do Campaigns Matter? (Contemporary American Politics)

Thomas M. Holbrook

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A thorough examination of the impact of campaign politics on presidential elections in the United States is presented in this book. Using actual election results and empirical evidence, the author also incorporates data on additional factors such as media coverage, the impact of nominating conventions on public opinion, presidential debates, and other events such as staff shake-ups, endorsements and scandals. In so doing, Holbrook develops a model for testing campaigns and proves how campaigns play a key role in shaping public opinion and, ultimately, influencing outcomes.

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