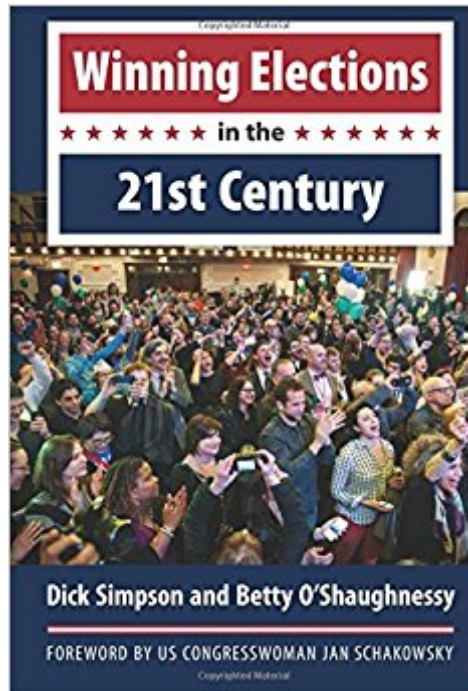




The book was found

# Winning Elections In The 21st Century



## Synopsis

A national cochair of the presidential campaign of Barack Obama when few thought he could ever be elected, Congresswoman Jan Schakowsky is here to tell you: Yes you can! And the book she recommends for candidates, campaign staff, volunteers, and citizens is *Winning Elections in the 21st Century*, a handbook for anyone who wants to know how campaigns are run and won today. Written by longtime political veterans, both former elected officials, *Winning Elections* is steeped in old-fashioned political know-how and savvy about the latest campaign techniques, methods, and strategies using social media, vote analytics, small donor online fundraising, and increasingly sophisticated microtargeting. Using examples from across the United States, the authors discuss the nuts and bolts of state and local races, as well as "best practices" in national elections. A successful campaign, they assert and evidence confirms, merges the new technology with proven techniques from the past, and their book helps candidates, students, and citizens consider all the opportunities and challenges that these tools provide—never losing sight of the critical role that personal contact plays in getting voters to the polls. At the heart of this book is the conviction that we need to win democracy along with elections. Accordingly Simpson and O'Shaughnessy write primarily about campaigns in which the maximum number of citizens participate, as opposed to those determined by a few wealthy individuals and interest groups. People power can prevail with the right candidates, issues, and support—and *Winning Elections in the 21st Century* shows how.

## Book Information

Paperback: 304 pages

Publisher: University Press of Kansas; Reprint edition (April 4, 2016)

Language: English

ISBN-10: 0700622764

ISBN-13: 978-0700622764

Product Dimensions: 0.8 x 6 x 9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #534,490 in Books (See Top 100 in Books) #138 in Books > Politics & Social Sciences > Politics & Government > United States > Local #723 in Books > Politics & Social Sciences > Politics & Government > Elections & Political Process > Elections #1029 in Books > Politics & Social Sciences > Politics & Government > United States > National

## Customer Reviews

"Every candidate and campaign staffer should have this book. From building an organization to using the power of the Internet to elect better candidates, Simpson and Oâ™Shaughnessy show us how to do everything to win elections."â"David Orr, Cook County, IL, Clerk "Winning Elections in the 21st Century provides a birds-eye view to observe the inside story of candidates and campaigns. The authors deftly articulate what is missing in many academic books about politics and campaignsâ"reality."ï¿½ â"Richard J. Semiatin, author of Campaigns in the 21st Century "Simpson and Oâ™Shaughnessy give students of politics and political practitioners a superb update on state and local electioneering. The easily readable volume is chucked full of effective campaign practices based on the real-life experiences of the authors.ï¿½ â"H. Edward Flentje, author of Kansas Politics and Government "Winning Elections in the 21st Century uses current research findings and firsthand experiences to explain the most important elements of campaigning, including campaign organization, raising money, mobilizing voters, media relations, and effective use of the Internet and social media. Candidates and students of electoral politics will find insights in this accessible book."â"David B. Magleby, editor of Financing the 2012 Election"Winning Elections in the 21st Century uses current research findings and firsthand experiences to explain the most important elements of campaigning, including campaign organization, raising money, mobilizing voters, media relations, and effective use of the Internet and social media. Candidates and students of electoral politics will find insights in this accessible book."â"David B. Magleby, editor of Financing the 2012 Election"Simpson and Oï¿½ Shaughnessy give students of politics and political practitioners a superb update on state and local electioneering. The easily readable volume is chucked full of effective campaign practices based on the real-life experiences of the authors.ï¿½ â"H. Edward Flentje, author of Kansas Politics and Government"Every candidate and campaign staffer should have this book. From building an organization to using the power of the Internet to elect better candidates, Simpson and Oï¿½ Shaughnessy show us how to do everything to win elections."â"David Orr, Cook County, IL, Clerk

Dick Simpson is professor of political science at the University of Illinois at Chicago. He is the co-editor with Dennis Judd of *The City, Revisited: Urban Theory from Chicago, Los Angeles, New York*. Betty O'Shaughnessy is a visiting lecturer in political science, University of Illinois at Chicago and coauthor of *The Struggle for Power and Influence in Cities and States*.

[Download to continue reading...](#)

The Campaign Manager: Running and Winning Local Elections (Campaign Manager: Running & Winning Local Elections) Winning Elections in the 21st Century Belwin's 21st Century Guitar Method, Bk 1: The Most Complete Guitar Course Available, Book & Online Audio (Belwin's 21st Century Guitar Course) Belwin's 21st Century Guitar Ensemble 1: The Most Complete Guitar Course Available (Student Book) (Belwin's 21st Century Guitar Course) Belwin's 21st Century Guitar Method 1: Spanish Language Edition (Book & CD) (Belwin's 21st Century Guitar Course) (Spanish Edition) Belwin 21st Century Band Method, Level 2 flute (Belwin 21st Century Band Method) The Confessions: (Vol. I/1) Revised, (The Works of Saint Augustine: A Translation for the 21st Century) (The Works of Saint Augustine: A Translation for the 21st Century, Vol. 1) Introduction to Cybercrime: Computer Crimes, Laws, and Policing in the 21st Century: Computer Crimes, Laws, and Policing in the 21st Century (Praeger Security International) Roget's 21st Century Thesaurus, Third Edition (21st Century Reference) Creating America: 1877 to the 21st Century: Student Edition © 2005 1877 to the 21st Century 2005 EMS Workforce for the 21st Century: A National Assessment (Public Health in the 21st Century) Liberal for Conservative Reasons: How to Stop Being Obnoxious and Start Winning Elections Blackjack Strategy: Winning at Blackjack: Tips and Strategies for Winning and Dominating at the Casino (Blackjack, Counting Cards, Blackjack Winning, Good at Blackjack, Black Jack, Card Counting) Winning Lacrosse for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Winning Softball for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Winning Basketball for Girls (Winning Sports for Girls) (Winning Sports for Girls (Paperback)) Five Points: The 19th Century New York City Neighborhood that Invented Tap Dance, Stole Elections, and Became the World's Most Notorious Slum Five Points: The Nineteenth-Century New York City Neighborhood That Invented Tap Dance, Stole Elections and Became the World's Most Notorious Slum 1001 Winning Chess Sacrifices and Combinations, 21st Century Edition (Fred Reinfeld Chess Classics) The Activist's Handbook: Winning Social Change in the 21st Century

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)