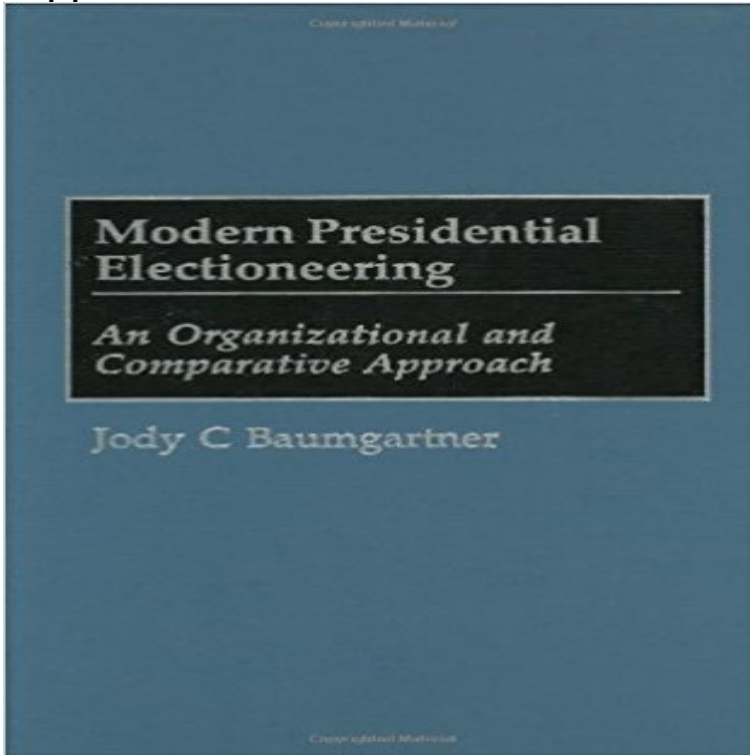


Modern Presidential Electioneering: An Organizational and Comparative Approach



Presidential campaigns have seen revolutionary changes in the past few decades in the United States and elsewhere. These changes include rapid advances in communications technology and marketing and survey methodology; an increased involvement of non-party groups and campaign professionals in electoral politics; a decreased role for political parties in the recruitment, screening, and nominating of candidates; and dramatic changes in campaign finance laws. While changes in presidential campaigning have not gone unnoticed, analysis of these changes is typically included in general works on presidential campaigns and elections or studied individually. Baumgartner clarifies what is meant by candidate-centered as it applies to the organization and operation of presidential campaigns and elections. He demonstrates that campaign organizations have become increasingly more central to the campaign effort than party organizations throughout the process of presidential selection, and he shows that what is happening to electioneering practices in the United States is also happening, although still to a lesser extent, in France and Russia.

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