



Political Campaign Communication: Inside and Out

Larry Powell, Joseph Cowart

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Political Campaign Communication: Inside and Out examines the ins and outs of political campaigning through the eyes of both an academic and a political consultant.

This text takes a unique approach to the subject of campaign communication by examining its intricacies from views both inside and outside of the process. Unlike many texts in this field, *Political Campaign Communication: Inside and Out* takes a broad view of political campaigning, discussing theories and principles, along with topics such as political socialization, the role of money, ethics, and critical events.

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