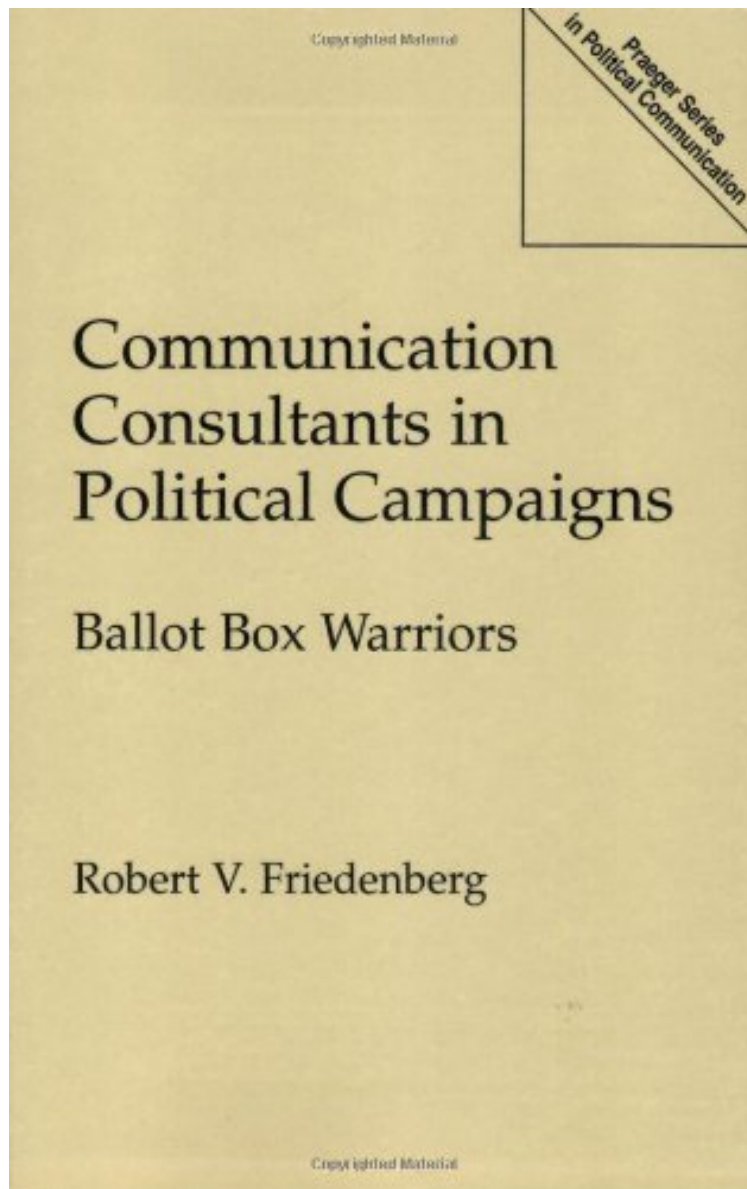


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Communication Consultants in Political Campaigns: Ballot Box Warriors (Praeger Series in Political Communication)

Robert V. Friedenberg

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Robert V. Friedenberg : Communication Consultants in Political Campaigns: Ballot Box Warriors (Praeger Series in Political Communication) before purchasing it in order to gage whether or not it would be worth my time, and all praised Communication Consultants in Political Campaigns: Ballot Box Warriors (Praeger Series in Political Communication):

0 of 0 people found the following review helpful. Know what's needed to succeed in waging a campaign!!!!By Dr. JonesFreidenburg does a great job a informing the reader about what needs to be included in any effort to win an election. Basically, the main group of people who need to be included in any campaign will be involved in campaign communication efforts. This means that any campaign must address these issues successfully if they are to have a chance at winning. The author does a great job of informing readers what these people do, and how they do, as well as why they do it. This provides a great insight into why campaigns appear as they do to us, the voters. Anyway, this is a great book. Get it and enjoy!1 of 3 people found the following review helpful. The Cost of Doing Business in the Political ArenaBy Gerard A. MackDr. Friedenberghas left nothing to chance in Communication Consultants in Political Campaigns: Ballot Box Warriors, his easy to read book about how a political campaign is run. This book is a must read for anyone interested in running for office or interested in becoming involved in the political process. After having read this detailed and factual book by Robert Friedenberghas, you will be able to impress your friends on your knowledge of political campaigning. You will know all of the campaign buzz words. You will even be able to introduce your colleagues to terms they may not have known. The benchmark poll, tracking poll, pre-decision poll, telephone poll, and a plethora of other political practices are discussed throughout the book. You will be the talk of the cocktail party with your new found knowledge. Know the facts, and if you are seriously interested in running for office, read this book to see the cost of doing business in the political arena.

We will never know the precise identity of America's first political consultant. It is likely that candidates were seeking favorable coverage in colonial newspapers as early as 1704; it is also likely that by 1745 candidates were using handbills and pamphlets to augment press coverage of campaigns; and we know that one successful candidate, George Washington in 1758, purchased refreshments for potential voters. These traditional approaches to winning votes have in recent years been amplified by consultants who have shown how cable networks, videocassettes, modems, faxes, focus groups, and other means of communication can be put to partisan use. In this book, Robert V. Friedenberghas examines all of the communication techniques used in contemporary political campaigning. After providing a history of political consulting, Friedenberghas examines the principal communication specialities used in contemporary campaigns. Throughout, political consultants discuss their approaches and evaluate the benefits and shortcomings of these methods. An invaluable text for what is arguably the most rapidly changing field of applied communication, this work is must reading for students and researchers of American politics, applied communication, and contemporary political theory.

"Carefully researched and well written, the book provides excellent notes at the end of each chapter and a list of additional readings concerning the relatively few books that delve into the work of political consultants. Friedenberghas easy style informs as it interests and entertains. His book covers all aspects of modern political campaigns and provides a history of past campaigns; an excellent text or resource book for any political campaign."-Choice"Communication Consultants in Political Campaigns: Ballot Box Warriors is a well-written book that is easy to understand, at times entertaining, and always informative....Anyone interested in campaigns, communication, or politics in general will gain from this book."-Journal of Government Information"Readers looking for a descriptive canvass of the activities of political consultants will find this book a perfectly suitable source. It presents interesting case studies and examples of the work of a variety of different types of political consultants. The material is fresh and the historical illustrations are well selected."-International Journal of Public Opinion Research"Communication Consultants in Political Campaigns: Ballot Box Warriors is a well-written book that is easy to understand, at times entertaining, and always informative....Anyone interested in campaigns, communication, or politics in general will gain from this book."-Journal of Government Information"Readers looking for a descriptive canvass of the activities of political consultants will find this book a perfectly suitable source. It presents interesting case studies and examples of the work of a variety of different types of political consultants. The material is fresh and the historical illustrations are well selected."-International Journal of Public Opinion Research"Carefully researched and well written, the book provides excellent notes at the end of each chapter and a list of additional readings concerning the relatively few books that delve into the work of political consultants. Friedenberghas easy style informs as it interests and entertains. His book covers all aspects of modern political campaigns and provides a history of past campaigns; an excellent text or resource book for any political campaign."-ChoiceAbout the AuthorROBERT V. FRIEDENBERG is Professor of Communication at Miami University, Ohio. He is the author or editor of numerous studies of political communication, including Rhetorical Studies of National Political Debates and Rhetorical Studies of the 1996 Political Debate (Praeger, 1993 and 1997, respectively), and, with Judith Trent, Political Campaign Communication: Principles and Practices (Praeger, 1995).