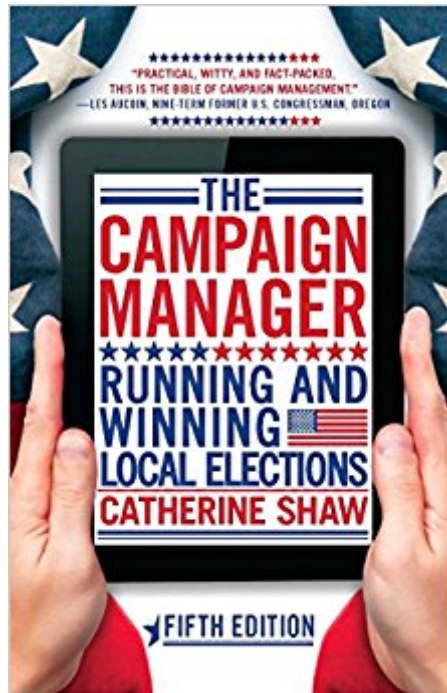




The book was found

The Campaign Manager: Running And Winning Local Elections



Synopsis

Successful campaign manager and three-time mayor of Ashland, Oregon, Catherine Shaw presents a clear and concise, must-have handbook for navigating local campaigns. This handbook gives political novices and veterans alike a comprehensive and detailed plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams, precinct analysis, canvassing, and dealing with the media. The Campaign Manager is an encouraging, lucid presentation of how to win elections at the local level. Updates to the fifth edition include an entirely new chapter on social media and its influence on campaigning, new coverage on how to put together a campaign plan, and a new appendix on how to campaign on a budget.

Book Information

File Size: 7221 KB

Print Length: 442 pages

Publisher: Westview Press; 5 edition (December 17, 2013)

Publication Date: December 17, 2013

Sold by: Hachette Book Group

Language: English

ASIN: B00E257U2K

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #433,005 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #75

in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Politics & Government > United States > State & Local Government #123 in Books > Politics & Social Sciences > Politics & Government > United States > Local #175 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Politics & Government > Elections & Political Process > Leadership

Customer Reviews

I know this book is good. I have used the older edition as a manual for past elections, and my library has won those elections. We are using the new version with its updated information including a

social media section and why phoning is a new ball game, among other updates, and expect to win this election also. It is positive and upbeat. So practical, and well laid out. Thanks for helping us in the trenches.

I absolutely love this book. When I first bought the book I had a lot of questions about campaign management. There were a lot of things my friends who were experienced in senior campaign management told me that this book confirms. I was worried that the book would be centered around a really small race, such as a mayoral race of a small city. Although, smaller races like city, county and state senate, representative races are mentioned a lot, there are a few mentions of larger statewide/federal races mentioned in the book. The one thing that I do not like about the book is the organization of its chapters and subchapters. That relatively minor, however. If the author could write about, in her next edition, more day to day duties as it relates to staff, this book would be the best out there! Everyone said that the job of the campaign manager is VERY time consuming and often you're helping others like press secretary, field director and others do their job, which makes sense. However, this book doesn't really give you a sense of the time commitment that it takes to be a campaign manager. Finally, I'd recommend adding subchapters for more positions for the larger statewide campaigns and an in-depth analysis of their job, seeing that the campaign manager should be very well aware of their duties in case he/she has to step in and help aid in their job.

It was like a library of books...so much information....needs read more than once...buy it early.

Very informative, easy to read. Definitely recommended if running a local election.

Best campaign book. Anyone involved in campaigning should read and study it.

This book is literally a handbook for political campaigns. Very, very useful.

Very informative.

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

The Campaign Manager: Running and Winning Local Elections The Chicago Homegrown Cookbook: Local Food, Local Restaurants, Local Recipes (Homegrown Cookbooks) RUN: What To Know About Running Before You Begin (A Complete Beginners Guide: Learn How To Start Running And Jogging): (Running And Jogging For Beginners, Weight Loss, Exercise, How to Run And Jog)

Running Mindfully: How to Meditate While Running for Your Body, Mind and Soul (Tibetan Buddhism, Mindful Running) Running: Distance Running: Improve Your Long Distance Running Step By Step Plutocrats United: Campaign Money, the Supreme Court, and the Distortion of American Elections Web Services, Service-Oriented Architectures, and Cloud Computing: The Savvy Manager's Guide (The Savvy Manager's Guides) System Center 2012 R2 Configuration Manager Unleashed: Supplement to System Center 2012 Configuration Manager (SCCM) Unleashed The Government Manager's Guide to Source Selection (The Government Manager's Essential Library Book 2) CCM Certification Study Guide 2015-2016: Case Manager's Review Book for the Certified Case Manager Exam 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) British & Irish Campaign Medals - Volume 2: 1899 to 2009 (British & Irish/Empire Campaign Medals) British & Empire Campaign Medals - Volume 1: 1793 to 1902 (British & Irish/Empire Campaign Medals) Local Anaesthesia and Pain Control in Dental Practice: Anaesthesia, Local, and Pain Control in Dental Practice Running: The Ultimate Guide To Running For Weight Loss, Health And Fitness - Includes Easy To Follow Training Plans For Beginners (How to Run, Jogging, Marathon Training) Running for Health and Happiness: The Beginner's Guide to Faster, Pain-Free Running RUNNING: STRETCHING: Pre and Post Running Stretching Exercises (Flexibility, Warm Ups, Cool Downs, Fitness, Strength) Running: Lose Weight, Burn Fat & Increase Metabolism: Weight Loss Motivation (Running, Walking, Burn Fat, Marathons, Marathon Training, Weight Loss Motivation) Running with the Whole Body: A 30-Day Program to Running Faster with Less Effort The Presidential Debates: Issues and Questions for the 2016 Elections and Beyond

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)