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EXPLORE AMERICA’S COMPLEX ELECTION HISTORY
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Los Angeles, London, New Delhi, and Singapore (March 2008 )—After a rich and fascinating history, American campaigns and elections for high office have evolved into a virtual science comprised of sophisticated targeting techniques, political advertising, media public relations, fundraising, get-out-the-vote efforts, and other persuasive ways to maximize candidates’ vote potential.

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A pollster, author, and one of the nation’s leading authorities on politics, editor Kenneth F. Warren is a professor of political science at Saint Louis University.

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