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Political Campaigning in the Information Age

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Political Campaigning in the Information Age



Ashu M. G. Solo



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Ashu M. G. Solo
(Maverick Technologies America Inc., USA)

Technology and the Internet especially have brought on major changes to politics and are playing an increasingly important role in political campaigns, communications, and messaging.

Political Campaigning in the Information Age increases our understanding of aspects and methods for political campaigning, messaging, and communications in the information age. Each chapter analyzes political campaigning, its methods, the effectiveness of these methods, and tools for analyzing these methods. This book will aid political operatives in increasing the effectiveness of political campaigns and communications and will be of use to researchers, political campaign staff, politicians and their staff, political and public policy analysts, political scientists, engineers, computer scientists, journalists, academicians, students, and professionals.

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- Political Campaigning
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- Political Communications and the Internet
- Political Debates on the Internet
- Political Messaging and the Internet
- Technology in Political Campaigning

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