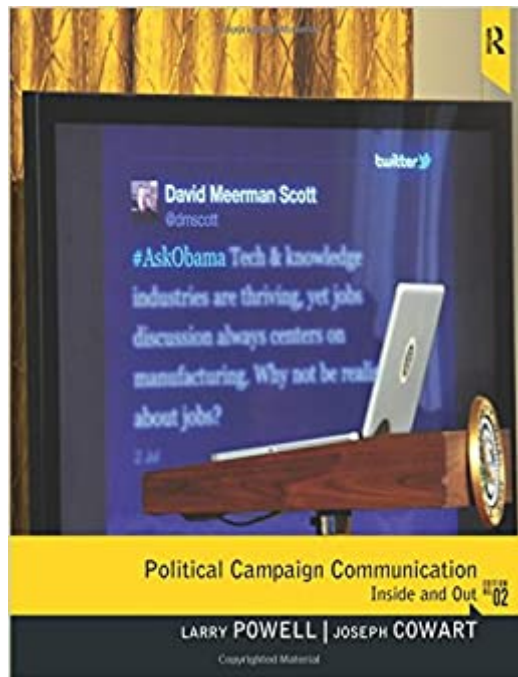


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Political Campaign Communication: Inside And Out



Synopsis

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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Customer Reviews

Larry Powell, University of Alabama, Birmingham Joseph Cowart, Political Consultant

The book itself is really quite good. Powell and Cowart do a fantastic job blending key Communication and Political Science theories from the academic world with the real-world practical knowledge from political consultants to offer a very unique and insightful take on the political campaign process. It's easy to understand and extremely interesting, so whether you're going for an M.A. in Political Science or just curious, I recommend this book as a starting point. That said, the format of the Kindle so-called "eBook" is awful; it's essentially a amateurish scanned copy of the book, with only full sized pages available. Try scanning a pdf, then copying it to your tablet or Kindle- the effect is the same. No resizable text, no margin adjust, no column adjust, screen color,

or even brightness adjustment. If you want to change the brightness within the app (rather than the device itself), you have to switch to another book first. Thankfully, text IS selectable, meaning you can make notes, highlight and search (otherwise I would have asked for a refund right away). If you don't mind carrying the hard-copy, you're much better off going that route (as of this review, the price of the "eBook" (read: a glorified series of page snapshots) is almost exactly the same as the cheapest used price, with no rental option). In short, while it's nice to have a digital copy, this purchase should *not* be labeled an eBook, most modern eBooks for sale feature a much more professional format.

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