



# The Political Campaign Desk Reference: A Guide for Campaign Managers, Professionals and Candidates Running for Office

By Michael McNamara

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Do builders construct buildings without a blueprint? Is it wise to go on a long road trip without mapping the route ahead of time? Campaigns are no different - they need a plan to be successful. Used in campaigns and classrooms nationwide, The Political Campaign Desk Reference has become the guide that many campaign professionals use during every election. The Political Campaign Desk Reference will guide campaigns through the process of building a campaign plan. In addition, this guide will help campaigns craft a winning message for use on television, Internet, social media, direct mail, telephone, radio and nearly every medium available. This second edition of the Political Campaign Desk Reference incorporates a greater discussion of technology, social networking, and fundraising as well as the difference between strategy and tactics. The Political Campaign Desk Reference also details the need for opposition research, how to gather that information, and when it is appropriate to use that information. The author, Michael McNamara, is a professional with over 17 years of experience in campaigns and elections. He has helped numerous candidates at the local, regional, state, and national level. McNamara has worked with individuals seeking office, organizations seeking levies, and businesses working to change local ordinances. The Political Campaign Desk Reference is the book you want on your side and the book that you do not want your opponent to have.

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## **The Political Campaign Desk Reference: A Guide for Campaign Managers, Professionals and Candidates Running for Office** By Michael McNamara Bibliography

- Sales Rank: #67962 in Books
- Brand: Brand: Outskirts Press
- Published on: 2012-05-24
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .58" w x 6.14" l, .87 pounds
- Binding: Paperback
- 278 pages

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