



Political Consultants and American Elections: Hired to Fight, Hired to Win

Dennis W. Johnson

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When it comes to elections, campaigns matter. And despite the ever-increasing role of volunteers and amateurs, modern American political campaigns are a professional affair. Understanding how they are run and how campaign strategies are set requires an in-depth analysis of what political consultants do, from opposition research to public opinion polling and from directing media strategies to mobilizing voters--with fundraising a priority at all stages. At all levels of the electoral arena, modern, sophisticated campaigns cannot hope to be effective without the guiding disciplines of professional consultants.

This thoroughly updated edition of Dennis W. Johnson's classic text, originally titled *No Place for Amateurs*, highlights the growing importance of social media, targeting and analytics, Super PACs and dark money in a post-*Citizens United* world.?

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