



Winning Elections in the 21st Century

Dick Simpson, Betty O'Shaughnessy

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A national cochair of the presidential campaign of Barack Obama when few thought he could ever be elected, Congresswoman Jan Schakowsky is here to tell you: Yes you can! And the book she recommends for candidates, campaign staff, volunteers, and citizens is *Winning Elections in the 21st Century*, a handbook for anyone who wants to know how campaigns are run and won today.

Written by longtime political veterans, both former elected officials, *Winning Elections* is steeped in old-fashioned political know-how and savvy about the latest campaign techniques, methods, and strategies using social media, vote analytics, small donor online fundraising, and increasingly sophisticated microtargeting. Using examples from across the United States, the authors discuss the nuts and bolts of state and local races, as well as "best practices" in national elections. A successful campaign, they assert and evidence confirms, merges the new technology with proven techniques from the past, and their book helps candidates, students, and citizens consider all the opportunities and challenges that these tools provide—never losing sight of the critical role that personal contact plays in getting voters to the polls.

At the heart of this book is the conviction that we need to win democracy along with elections. Accordingly Simpson and O'Shaughnessy write primarily about campaigns in which the maximum number of citizens participate, as opposed to those determined by a few wealthy individuals and interest groups. People power can prevail with the right candidates, issues, and support—and *Winning Elections in the 21st Century* shows how.

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