

Do Political Campaigns Matter?: Campaign Effects in Elections and Referendums (Routledge/ECPR Studies in European Political Science)

David M. Farrell

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This book, in bringing together some of the leading international scholars on electoral behaviour and communication studies, provides the first ever stock-take of the state of this sub-discipline. The individual chapters present the most recent studies on campaign effects in North America, Europe and Australasia. As a whole, the book provides a cross-national assessment of the theme of political campaigns and their consequences.



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