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Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management (Praeger Series in Political Communication) by Burton, Michael John, Shea, Daniel M. 4th (fourth) (2010) Paperback [aa] on Amazon.com. *FREE* shipping on qualifying offers.

Campaigning tactics and techniques

The campaign plan --The context of the race --Opposition research --Segment analysis --Survey research --Voter targeting --Fundraising strategies and tactics --Strategic communications --Earned media --Direct voter contact --New players and new campaigns --The evolving style.

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In practice, however, the terms "tactics" and "techniques" are often used interchangeably. Common campaigning techniques include the following: Campaign advertising (e.g. using posters, radio and TV announcements) Attracting media attention (e.g. with press conferences and stunts)

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