



## The Reasoning Voter: Communication and Persuasion in Presidential Campaigns (Paperback)

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By Samuel L. Popkin

The University of Chicago Press, United States, 1994. Paperback. Book Condition: New. New edition. 224 x 152 mm. Language: English . Brand New Book. The Reasoning Voter is an insider s look at campaigns, candidates, media, and voters that convincingly argues that voters make informed logical choices. Samuel L. Popkin analyzes three primary campaigns Carter in 1976; Bush and Reagan in 1980; and Hart, Mondale, and Jackson in 1984 to arrive at a new model of the way voters sort through commercials and sound bites to choose a candidate. Drawing on insights from economics and cognitive psychology, he convincingly demonstrates that, as trivial as campaigns often appear, they provide voters with a surprising amount of information on a candidate s views and skills. For all their shortcomings, campaigns do matter. If you re preparing to run a presidential campaign, and only have time to read one book, make sure to read Sam Popkin s The Reasoning Voter. If you have time to read two books, read The Reasoning Voter twice. James Carville, Senior Stategist, Clinton/Gore 92 A fresh and subtle analysis of voter behavior. Thomas Byrne Edsall, New York Review of Books Professor Popkin has brought V.O. Key s contention...



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