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Campaign for President: The Managers Look at '88

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The 1988 Presidential campaign, considered by many to be one of the most negative in recent history, is candidly reviewed by the people who ran the campaigns of the 15 announced candidates. They tell why their candidate undertook the campaign, how they planned to win, how they assessed their strengths and weaknesses and their strategies for overcoming obstacles. Top officials of the Bush and Dukakis campaigns answer questions and exchange opinions about campaign advertising, organization, fundraising, conventions, vice presidential selection, and debate strategies. The role of the press is reviewed by nationally respected journalists. Reforms in the campaign process are suggested by the managers and the journalists.

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