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Draw a half-circle, divided into wedges. Place those who most support your campaign on the left side of the spectrum; Use your maps and sticky papers, placing each target and stakeholder in a wedge according to their level of support for...
Active allies: supportive and motivated to achieve your ...

CAMPAIGN STRATEGY | 10 tactics

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Campaign craft the strategies, tactics, and art of political campaign management 4th ed. This edition published in 2010 by ABC-CLIO in Santa Barbara, Calif.

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Campaign Craft: The Strategies, Tactics, and Art of Political Campaign Management. Daniel M. Shea, Michael John Burton. Praeger Publishers, 2006 - Political Science - 235 pages. 0 Reviews. Shea and Burton present a lively, comprehensive exploration of cutting-edge political campaign management. They cover all aspects of present-day political ...

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