



Congressional Elections: Campaigning at Home and in Washington (Seventh Edition)

Paul Hernson, Paul S Hernson

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Using campaign finance data, original survey research, and hundreds of interviews with candidates and political insiders, Herrnson looks at how this dual strategy affects who wins and, ultimately, the entire electoral system. The Seventh Edition considers the impact of the Internet and social media on campaigning, as well as the growing influence of interest groups in the wake of the Supreme Court's *McCutcheon* ruling and the influence of new voting processes on candidate, party, and voter mobilization tactics.

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