



# The Power of the Vote

*Douglas E. Schoen*

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## **The Power of the Vote** Douglas E. Schoen

In *The Power of the Vote*, Douglas E. Schoen—one of the premier strategists in the history of Democratic politics—offers a never-before-seen glimpse inside the most pivotal campaigns of his storied career, providing an essential primer for understanding the elections of yesterday, today, and tomorrow.

From the legendary New York City mayoral race of 1977 to his twenty-year efforts to modernize Israeli politics to Bill Clinton's 1996 reelection campaign, Schoen takes you on a fascinating, eye-opening ride across the international political landscape of the past three decades. Demonstrating how politics has evolved and how he has utilized the latest technology to help candidates win the hearts and minds of the public, he also presents a detailed discussion of the strategies and tactics that will shape the future of electoral politics and lead the Democrats back to the White House in 2008.

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