



# The Electoral Challenge: Theory Meets Practice

*Stephen C Craig, David B Hill*

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What decides elections? Is it the national economic condition, voters' partisan attachments, or the campaigns that candidates run? How much do campaigns matter? Scholars and political consultants will give you different answers. Stephen C. Craig and David B. Hill bring together the voices of both in this engaging volume, now updated to include the volatile and groundbreaking 2008 campaigns and elections. Each chapter features an essay from a top scholar in the field, followed by a response from political consultants. Contributors bring to bear the best literature and empirical evidence to determine what we know about the factors that drive election outcomes—all while inviting students to join in the conversation.



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