



Political Campaign Communication: Principles and Practices (Communication, Media, and Politics)

Judith S. Trent, Robert V. Friedenberg, Robert E. Denton Jr.

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Now in its seventh edition, Political Campaign Communication provides a realistic understanding of the strategic and tactical communication practices utilized in contemporary political campaigns. Trent, Friedenberg, and Denton's classic text has been updated to reflect recent election campaigns, including the 2010 congressional elections and the initial stages of the 2012 presidential election. In addition, the authors have examined the expanding role of the internet in political campaigns. Political Campaign Communication continues to be a classroom favorite—a thoroughly researched, insightful, and reader-friendly text.

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