

## The Political Campaign Desk Reference A Guide For Campaign Managers Professionals And Candidates Running For Office

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The Campaign Planning Manual lays out the basic principles that must be followed in every political campaign throughout the world: research, goal setting, targeting, message development, voter contact, and campaign organization. These basic principles are like the laws of physics and apply everywhere.

### POLITICAL CAMPAIGN PLANNING MANUAL

Whether you are a candidate for office or just helping a campaign, the Political Campaign Desk Reference will make your team stronger. From planning the early stages of the campaign and asking the basic questions to mapping out the campaigns winning message and building a budget and time line, the Political Campaign Desk Reference covers it all.

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