

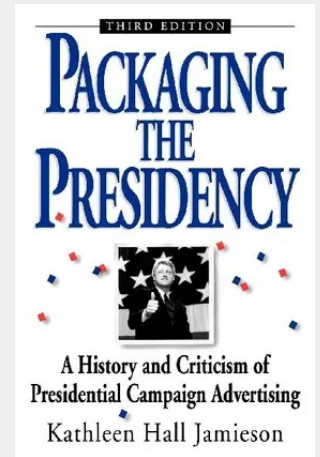
Jamieson

Packaging the Presidency

A History and Criticism of Presidential Campaign Advertising, 3rd Edition

Packaging the Presidency, third edition, is Jamieson's updated study of history of presidential campaign advertising. It offers an examination and criticism of every presidential election from 1952 to 1992. Packaging the Presidency, third edition, is Jamieson's updated study of history of presidential campaign advertising. It offers an examination and criticism of every presidential election from 1952 to 1992.

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