



Air Wars, 6th Edition

Darrell M West

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Tracing the evolution of political advertising from 1952 through the 2012 elections, Darrell M. West returns with his much anticipated sixth edition of *Air Wars*. Integrating the latest data and key events from the 2012 campaigns, West provides in-depth examination and insight into how candidates plan and execute advertising campaigns, how the media covers these campaigns, and how American voters are ultimately influenced by them. Taking into account technological advances, West now includes discussion of how campaigns are utilizing social media tools to reach audiences and to what effect. The sixth edition offers significant updates, including: - The face-off between Obama and Romney in the general election; - Case studies of ads during presidential and Congressional campaigns; - The ever increasing use and impact of social media; - Ad stills from the 2012 campaign; and - Concrete examples of which ads worked and which ads did not. FEATURES & BENEFITS: - A History in Pictures features an array of ad stills starting from Lyndon Johnson's shocking "Daisy" ad in 1964 to ads the Obama and Romney campaigns hurl at each other in 2012. - An Appendix of Memorable Ads, 1984-2012, lets students read through and analyze narrated comments. - An overview chapter outlines advertising principles as well as how ads are put together and financed. - Conclusion sections at the end of chapters summarize key takeaway points.

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