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Mousepads, Shoe Leather, and Hope: Lessons from the Howard Dean Campaign for the Future of Internet Politics (Media and Power)

Zephyr Teachout, Thomas Streeter

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Howard Dean's campaign for president changed the way in which campaigns are run today. With an unlikely collection of highly talented and motivated staffers drawn from a variety of backgrounds, the Dean campaign transformed the way in which money was raised and supporters galvanized by using the Internet. Surprisingly, many of the campaign staff members were neither computer whizzes nor practiced political operatives, even though that is how some of them are identified today. This book allows key individuals in the campaign the chance to tell their stories with an eye to documenting the Internet campaign revolution and providing lessons to future campaigns. Howard Dean's inspirational statement of what it took for his campaign to get as far as it did-"mousepads, shoe leather, and hope"-holds great wisdom for anyone campaigning today, especially the 2008 presidential candidates.

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