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The Rise of the President's Permanent Campaign

By Brendan J. Doherty

University Press of Kansas. Paperback. Book Condition: new. BRAND NEW, The Rise of the President's Permanent Campaign, Brendan J. Doherty, While the presidency has always been a political office, the distinction between campaigning and governing has become increasingly blurred in recent years. Yet no one until now has documented the phenomenon of the "permanent campaign" and analysed its impact on the executive office. In this eye-opening book, Brendan Doherty provides empirical evidence of the growing focus by American presidents on electoral concerns throughout their terms in office, clearly demonstrating that we can no longer assume that the time a president spends campaigning for re-election can be separated from the time he spends governing. To track the evolving relationship between campaigning and governing, Doherty examines the strategic choices that presidents make and what those choices reveal about presidential priorities. He focuses on the rise in presidential fund raising and the targeting of key electoral states throughout a president's term in office--illustrating that recent presidents have disproportionately visited those states that are important to their political prospects while largely neglecting those without electoral payoff. He also shows how decisions about electoral matters previously made by party officials are now made by voter-conscious...



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