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GROUNDBREAKERS: HOW OBAMA'S 2.2 MILLION VOLUNTEERS TRANSFORMED CAMPAIGNING IN AMERICA



Oxford University Press. Paperback. Book Condition: new. BRAND NEW, Groundbreakers: How Obama's 2.2 Million Volunteers Transformed Campaigning in America, Hahrie Han, Elizabeth McKenna, Much has been written about the historic nature of the Obama campaign. The multi-year, multi-billion dollar operation elected the nation's first black president, raised and spent more money than any other election effort in history, and built the most sophisticated voter targeting technology ever before used on a national campaign. But what is missing from these accounts...

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