

The Race for the White House from Reagan to Clinton: Reforming Old Systems, Building New Coalitions (Pursuit of the President)

Anthony J. Bennett

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The election of 1980 represented not only a departure from a 44 year-long period of predominantly Democratic presidents, but also a change in the rules of American politics. Anthony Bennett takes us through the last five elections of the twentieth century, from Ronald Reagan's 'Are you better off than you were four years ago?' in 1980 to Bill Clinton's 'Bridge to the twenty-first century' in 1996. Beginning with the fundamentals of process and terminology, Bennett devotes a chapter to each election – including the candidates, the conventions, and the campaigns – and then explains why the race turned out as it did. Finally, he explains how the system continued to evolve to its modern day state and how Reagan, Bush and Clinton built their winning coalitions.



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