



# The SAGE Handbook of Political Advertising

*Lynda Lee Kaid, Christina Holtz-Bacha*

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**The SAGE Handbook of Political Advertising** provides a comprehensive view of the role political advertising plays in democracies around the world. Editors Lynda Lee Kaid and Christina Holtz-Bacha, along with an international group of contributors, examine the differences as well as the similarities of political advertising in established and evolving democratic governments.

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