



The Campaign Manager: Running and Winning Local Elections

Catherine Shaw

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Successful campaign manager and three-time mayor of Ashland, Oregon, Catherine Shaw presents a clear and concise, must-have handbook for navigating local campaigns. This handbook gives political novices and veterans alike a comprehensive and detailed plan for organizing, funding, publicizing, and winning local political campaigns. Finding the right message and targeting the right voters are clearly explained through specific examples, anecdotes, and illustrations. Shaw also provides in-depth information on assembling campaign teams, precinct analysis, canvassing, and dealing with the media. *The Campaign Manager* is an encouraging, lucid presentation of how to win elections at the local level.

Updates to the fifth edition include an entirely new chapter on social media and its influence on campaigning, new coverage on how to put together a campaign plan, and a new appendix on how to campaign on a budget.

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