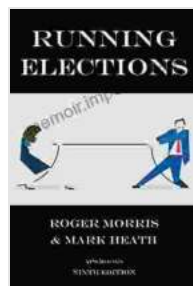# Running Elections: The Essential Guide to Campaign Management

By Roger Morris

Running Elections is the definitive guide to running successful political campaigns. Written by Roger Morris, one of the world's leading experts on election campaigns, this book provides everything you need to know to win elections, from planning and strategy to fundraising and GOTV. Whether you're a first-time candidate or a seasoned campaign manager, Running Elections will give you the tools you need to succeed.

In Running Elections, Morris covers every aspect of campaign management, including:

Running Elections by Roger Morris

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1571 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 292 pages
Lending	: Enabled

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- Planning and strategy

- Candidate selection

- Fundraising

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- GOTV and field operations

- Election law

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Praise for Running Elections

"Roger Morris has written the definitive guide to running successful political campaigns. Running Elections is a must-read for anyone who wants to win elections, from first-time candidates to seasoned campaign managers." - Karl Rove, former senior advisor to President George W. Bush

"Running Elections is an essential resource for anyone who wants to understand the ins and outs of campaign management. Morris provides clear, concise, and actionable advice on every aspect of running a campaign, from planning and strategy to fundraising and GOTV." - David Axelrod, former senior advisor to President Barack Obama

"Running Elections is a must-read for anyone who wants to win elections. Morris provides invaluable advice on how to plan and execute a successful campaign, from candidate selection to GOTV. This book is a must-have for

any campaign manager or candidate." - Donna Brazile, former campaign manager for Al Gore and Hillary Clinton
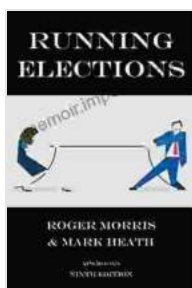
About the Author

Roger Morris is one of the world's leading experts on election campaigns. He has worked on dozens of campaigns, including the presidential campaigns of Bill Clinton, Al Gore, and Hillary Clinton. Morris is also a professor of political science at the University of Minnesota. He is the author of several books on election campaigns, including Running Elections: The Essential Guide to Campaign Management.

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