



Campaign for President: The Managers Look at '84

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A unique chronicle and critique told in the participants' own words. The campaign leaders for Reagan, Mondale, Hart, Jackson, Hollings, McGovern, Cranston, Askew, and Glenn discuss their strategies. What worked? What backfired? What would they do--or not do--again? Discussion leaders include Judy Woodruff, David Broder, Albert Hunt, Howell Raines, and Kenneth Bode. A document of immense historic and human interest.



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