REFERENCE BOOK OF THE WEEK


2004

Encyclopedia of Presidential Campaigns, Slogans, Issues, and Platforms is a detailed timeline of presidential campaign history from 1789-2000, enhanced by over 100 images of campaign material.

Encyclopedia of Presidential Campaigns, Slogans, Issues, and Platforms is arraigned into two sections. The first part is a concise account of each election and the second part is an alphabetical listing of important people, slogans, events, and ideas related to the elections. Also included is a Guide to Related Topics, a Timeline of Presidential Campaigns, an Appendix that contains selected planks of major party platforms since 1840, and a Selected Bibliography.

Roberts and Hammond wrote a very useful book for the study of presidential campaigns and elections. They provide suggested readings for each election and most entries in the second part. Bolded words in the first part have expanded entries in the second part of Encyclopedia of Presidential Campaigns, Slogans, Issues, and Platforms. Promotional material is reproduced for most campaigns from 1840 through 2000, though there is less for 20th century campaigns. The Guide to Related Topics can be a useful tool for further research, but many entries require knowledge about specific campaigns.

Encyclopedia of Presidential Campaigns, Slogans, Issues, and Platforms is an excellent book for research on any presidential campaign up to the 2000 election. Entries are thorough and the additional resources are particularly useful for more extensive research. The collection of campaign promotional material is also an added bonus.