



Red Over Blue: The 2004 Elections and American Politics

James W. Ceaser, Andrew E. Busch

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From moral values to weapons of mass destruction, from exit polls to Swift Boat Veterans, from red states to blue states, the 2004 Presidential election left an indelible mark on American politics. In *Red over Blue: The 2004 Election and American Politics*, James W. Ceaser and Andrew E. Busch go beyond headlines and soundbites to explore the events, outcomes, and effects of the most recent exercise in American democracy. Beginning with an analysis of George W. Bush's first term and continuing through the primaries, general election, and aftermath, the authors share their insight and analysis through a clear and engaging narrative. Ceaser & Busch also look beyond the Presidential contest to examine important house, senate and gubernatorial races, as well as controversial state initiatives that played an important role in the 2004 election season. Building on Ceaser & Busch's studies of the 1992, 1996, and 2000 elections, this volume is essential reading for courses in American Government, Campaigns and Elections, and Presidential Politics, as well as for any American interested in the real and lasting importance of the 2004 elections.

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