

## How To Win Campaigns Communications For Change

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Survey research (e.g. interviews with campaign consultants or voters) and content analysis (e.g. of newspaper articles or campaign advertising) are the most widely used research methods in election campaign communication research.

**Research strategies of election campaign communication —**

Rose, C. (2011). How to Win Campaigns. London: Routledge, <https://doi.org/10.4324/9781849776622>. COPY. How to Win Campaigns is a practical guide for creating and running successful campaigns. Written for the new campaigner and the experienced communicator alike, it explores what works (and what doesn't) and shows how to use principles and strategy in campaigning as a new form of public politics.

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