



TRAVIS N. TAYLOR

Recommended Readings for Political Managers

- Burton, M.J., & Shea, D.M. (2006). *Campaign craft: The strategies, tactics, and art of political campaign management* (5<sup>th</sup> ed.). Westport, CT: Praeger.
- Faucheaux, R.A. (2002). *Running for office: The strategies, techniques and messages modern political candidates need to win elections*. Lanham, MD: M. Evans & Company.
- Ferrazzi, K., & Raz, T. (2005). *Never eat alone: And other secrets to success, one relationship at a time*. New York City, NY: Currency Doubleday.
- Hart, R.P. (2002). *Campaign talk: Why elections are good for us*. Princeton, NJ: Princeton University Press.
- McNamara, M. (2012). *The political campaign desk reference: A guide for campaign managers, professionals and candidates running for office*. Denver, CO: Outskirts Press.
- Shaw, C. (2009). *The campaign manager: Running and winning local elections*. Boulder, CO: Westview Press.
- Sheingate, A. (2016). *Building a business of politics: The rise of political consulting and the transformation of American democracy*. New York City, NY: Oxford University Press.
- Swaim, B. (2015). *The speechwriter: A brief education in politics*. New York, NY: Simon & Schuster.
- Westin, D. (2008). *The political brain: The role of emotion in deciding the fate of the nation*. New York, NY: Public Affairs.