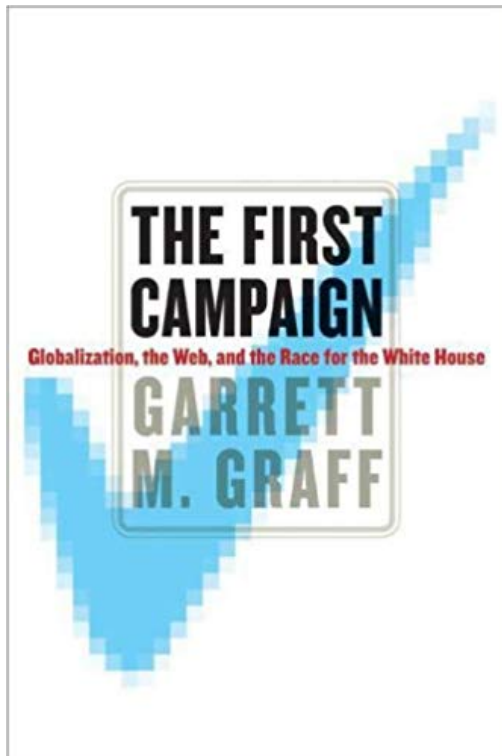


The First Campaign: Globalization, the Web, and the Race for the White House *by* Garrett M. Graff



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How the "flattening of the world" has transformed politics--and what it means for the 2008 election



Reviews of the **The First Campaign: Globalization, the Web, and the Race for the White House** *by* Garrett M. Graff

Aloo

This is a book that really has not been written before - while it is very high density, it is extremely readable. I enjoyed it!! All young (and older) people should read this and think about it.

Kanrad

This book is well worth reading. It shows a revolution that is taking place in political communications and can give any political person some ideas. You can gain more information on the

book beyond Amazon by going to the book's web site, which has the same domain name as the title. As we watch the current political campaigns for the Presidency, you can see what Graff is talking about by going to You Tube and looking at the various different presidential campaigns on You Tube. You should also check out the main campaign sites on the web and see how they are linking to places like Myspace and You Tube. This would help you make the book come alive. I have a list of respected books relating to future watch studies on my Amazon profile for those who might want to get a larger picture of future trends.

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