

Citizens for Eisenhower The 1952 Presidential Campaign Lessons for the future from one of the most successful independent political movements in U.S. history . . .



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(Gunner Labadie)

CITIZENS FOR EISENHOWER THE 1952 PRESIDENTIAL CAMPAIGN LESSONS FOR THE FUTURE FROM ONE OF THE MOST SUCCESSFUL INDEPENDENT POLITICAL MOVEMENTS IN U.S. HISTORY . . .

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International Publishers. Paperback. Book Condition: New. Paperback. 150 pages. Dimensions: 8.0in. x 5.0in. x 0.3in. Citizens for Eisenhower provides a roadmap for successful Presidential campaigns. Someone smart enough to use this model in politics could be the next Republican or Democratic President of the United States--unless, of course, he or she is the first Independent President of the United States. As Republican Presidential nominee Dwight D. Eisenhower said, at the time of the 1952 Republican Convention: I would not have been here as a candidate if it had not been for Charlie Willis and Stan Rumbough, who started the Citizens for Eisenhower. This is the story . . . and heres a sample: author Stan Rumboughs Introduction. INTRODUCTION Let me set my stage, so to speak. In the beginning, before there was any formal Eisenhower for President movement, it was just my partner Charlie Willis, me, one volunteer (Dolly Hirshon), and a plan. We would create so much public demand for Ike to run, that he would have to say Yes. Within eight months, our organization included thousands of volunteers working out of our headquarters and more than 800 Eisenhower Clubs spread over 38 states. . . . by that point, I must acknowledge, we were no longer alone. Myriad other Eisenhower fans and professional politicians were pursuing the same goal . . . and Ike said, Yes. Our mission, you might say, was over. Well, no. We set another goal: help Ike get the Republican nomination, and we mobilized our forces to sway voters in the states that held primary elections, to charm convention delegates in the others, and to overwhelm attendees at the Chicago nominating convention with hype and hoopla. Ike won. And then . . . the campaign. By this time, Citizens for Eisenhower included more than a...



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