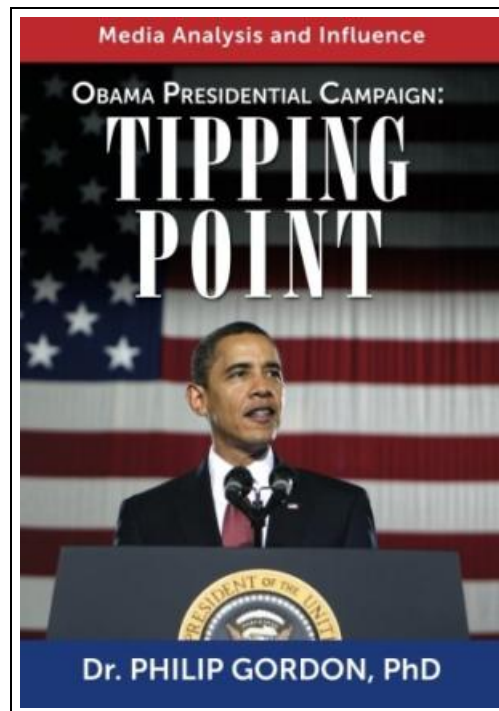


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Reviews

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OBAMA PRESIDENTIAL CAMPAIGN: TIPPING POINT: MEDIA ANALYSIS AND INFLUENCE



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Createspace, United States, 2012. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.On October 28, nine days before the 2012 US presidential elections, the east coast was devastated by what was termed a perfect storm, Hurricane Sandy. 100+ people died, 50 billion USD in damages, communities destroyed and millions without services.Result: Obama elected and named TIME Magazine 2012 Person of the Year. As in 2008 (with the International Financial Crisis), Barack Obama again benefited from the something else of global proportions and a media convulsion that guaranteed his epidemic Tipping Point victory. Presidential Campaigns are in many ways, influenced by media. This just released, ground-breaking book by Dr. Philip Gordon, PhD, details the Obama Presidential Campaign 2007-2008, which is analyzed on the basis of Tipping Point Theory Attributes and Characteristics. Dr Gordon provides a methodology and parameters for analyzing and predicting presidential campaigns and other global issues. Dr Philip Gordon, Ph.D was awarded his doctorate (with honors) from the Centre d Etudes Diplomatiques et Strategegues (CEDS) Paris, France and graduated with his masters while on a full fellowship from Johns Hopkins University, Baltimore, Maryland. He currently lives in Burgundy, wife his wife and two sons. Review Comments: The genius of the formulation of Tipping Point Theory is that it takes explicit account of the role of social media and the internet at facilitating bifurcations and promoting dynamical instability. In effect, we have trimmed a few feet of tail off the kite. As a reader, I was informed and educated as to the factors which conspire to influence stability / instability in complex social systems. .the book does a good job of making sense of past bifurcations and dynamical instabilities, namely political instability, our perception of global climate change, and international..

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