



Electoral Mobilization and Public Opinion: The Venezuela Campaign of 1973

John D. Martz, Enrique A. Baloyra

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This first volume in a larger study of political participation and attitudes in Venezuela focuses on the mobilization of public opinion in the 1973 campaign. Data is drawn from personal observation, interviews with party elites, and a nation-wide survey. Six months of travel with the major presidential candidates provides insight into the strategy, tactics, and personalities of the campaign, and the survey offers a wealth of information on the attitudes of the electorate.

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