



Winning the White House 2008: The Gallup Poll, Public Opinion, and the Presidency

Frank Newport, Jeffrey M. Jones, Lydia Saad, Alec M. Gallup, Fred L. Israel

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This book refers to Barack Obama's historic win in November. "Winning the White House 2008: The Gallup Poll, Public Opinion, and the Presidency" recounts this fascinating presidential campaign. The book features more than 1,000 polls taken throughout the campaign by Gallup, the oldest and most respected polling company in the world. Each Gallup Poll offers valuable and unique information not available anywhere else: some give a snapshot of the moment, based on the day's or week's events; others delve into the campaign's major issues, such as the Iraq War, the economy, and energy; some trace the impact of the national conventions and debates; and still others provide historical perspective by comparing the 2008 race to previous elections in American history. Featuring expert commentary on the candidates, issues, and public opinion polls as well as 75 black-and-white photographs, tables, and chronologies, this authoritative new reference is the definitive account of the monumental 2008 presidential election.



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