

**THE POLITICAL PUBLIC RELATIONS BATTLEGROUND: TACTICS AND IMAGES  
IN THE 2000 U. S. PRESIDENTIAL CAMPAIGN**

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**ABSTRACT**

This study examines the public relations tools that Governor George W. Bush and Vice-president Al Gore used during the 2000 U. S. Presidential Campaign. It also draws some lessons from mistakes that both candidates committed.

Published in *Business Research Yearbook*, 9, 667-671.