



# **O.O.P.S.: Observing Our Politicians Stumble: The Worst Candidate Gaffes and Recoveries in Presidential Campaigns: The Worst Candidate Gaffes and Recoveries in Presidential Campaigns**

*Stephen Frantzich*

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Combining humor and wisdom, this timely volume examines how presidential campaigns can—and often have—become undone by an unguarded comment, an unintentional misrepresentation, or an unwise initiative.

- 30 before-and-after polls that illustrate the effect gaffes can have on campaigns, both immediately and over time
- Detailed vignettes placing specific gaffes in their contemporary political and social contexts
- Sidebars and political cartoons that enrich the discussion of particular gaffes

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