

# Acknowledgments

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*The Strategy of Campaigning* began as a casual conversation in Condoleezza Rice's office at the Hoover Institution many years ago. Our discussion of the success of Ronald Reagan and Boris Yeltsin despite their seeming remoteness from their respective society's political mainstream led us to undertake what we thought would be a modest project culminating in a brief article. Thanks to the encouragement of many colleagues, friends, and the University of Michigan Press, and following hundreds of conversations among various mixes of the four authors, our project has grown into a book that explores our original question and many others. We owe, therefore, a deep debt of gratitude to the many people who encouraged the development of this work.

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