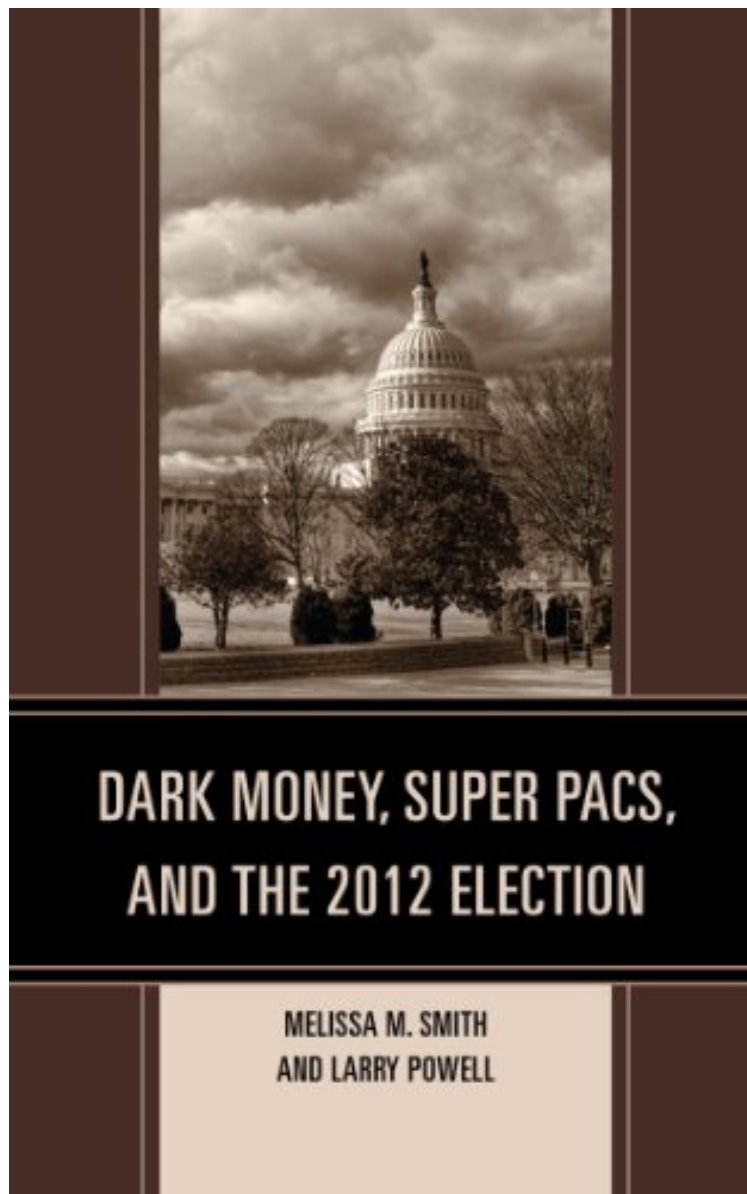


[Ebook pdf] Dark Money, Super PACs, and the 2012 Election (Lexington Studies in Political Communication)

Dark Money, Super PACs, and the 2012 Election (Lexington Studies in Political Communication)

Melissa M. Smith, Larry Powell

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More than two billion dollars. That's how much money was spent in the 2012 presidential campaign—the most expensive campaign in history. Each party raised and spent more than one billion dollars as the traditional boundaries of campaign financing were ignored. Both parties could do so because they were playing in a game with new rules—rules that largely developed after the 2010 Supreme Court ruling known as Citizens United. That case removed many restrictions on donation limits, particularly for corporations and unions. The result was the development of a new set of political players called “Super PACs” that were allowed to enter the political arena and spend an unlimited amount of money on behalf of clients. This book looks at how Super PACs raised and spent money and influenced the 2012 election. It provides an insightful look at how both right- and left-leaning groups approached the election and impacted the political process.