

CONTENTS

1	A Brief Historical Overview of Political Campaigning: Theories, Concepts, and Approaches	1
	Otto Eibl and Miloš Gregor	
Part I	Baltic States	19
2	Characteristics of the Baltic States	21
	Vít Hloušek	
3	Estonia	27
	Marju Lauristin and Sten Hansson	
4	Latvia	49
	Ieva Bērziņa	
5	Lithuania	65
	Ingrida Unikaitė-Jakuntavičienė	
6	Summary for the Baltic States	83
	Otto Eibl	

Part II Central Europe	87
7 Characteristics of Central Europe Lubomír Kopeček	89
8 Czech Republic Miloš Gregor	97
9 Hungary Balazs Kiss and Gabriella Szabo	115
10 Poland Wojciech Cwalina and Milena Drzewiecka	131
11 Slovakia Jozef Zagraban	149
12 Summary for Central Europe Miloš Gregor	167
Part III The Balkans	171
13 Characteristics of the Balkans Věra Stojarová	173
14 Albania Afrim Krasniqi	179
15 Bosnia and Herzegovina Adnan Huskić	199

16	Bulgaria Ivanka Mavrodieva	219
17	Croatia Marijana Grbeša and Berto Šalaj	237
18	North Macedonia Mirjana Maleska	255
19	Romania Adriana Ștefănel, Silvia Branea, and Ruxandra Boicu	285
20	Slovenia Alenka Krašovec and Tomaž Deželan	309
21	Serbia Siniša Atlagić and Dušan Vučićević	325
22	Summary for the Balkans Miloš Gregor	343
Part IV Eastern Europe		347
23	Characteristics of Eastern Europe Jan Holzer	349
24	Moldova Igor Munteanu, Otto Eibl, and Miloš Gregor	355
25	Ukraine Larisa Doroshenko	373

26	Russia	391
	John Ishiyama	
27	Summary for Eastern Europe	409
	Otto Eibl	
	Part V Conclusion	413
28	Conclusion	415
	Otto Eibl and Miloš Gregor	
	Index	421