Zephyr Teachout & Thomas Streeter, eds., **Mousepads, Shoe Leather, and Hope: Lessons from the Howard Dean Campaign for the Future of Internet Politics,** Boulder/London: Paradigm, 2007, $22.95 (paperback).

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Mousepads, Shoe Leather, and Hope is an interesting culmination of narratives from integral members of the Howard Dean 2004 Democratic Party Presidential Primary campaign and the candidate himself, with a specific focus on the role of the Internet and new technologies. Each chapter contains the story of the Dean campaign, or some portion thereof, from the unique perspective of its author(s), thus allowing the complete text to provide the reader with a rich and thoughtful, but less scholarly or analytical, overview of the campaign and its footprint on American politics.

Myriad common themes appear throughout the various perspectives. For instance, many of the players who would inherit major Internet-related roles in the campaign were inspired to get involved either by the energy initiated by this grassroots movement or by the words and actions of the candidate himself, or more specifically, his February 2003 Democratic National Convention speech.

The use of technology in the Dean campaign to build a strong community of supporters, not only for fundraising efforts, but perhaps more importantly for mobilization and organization for a truly grassroots, uniquely decentralized campaign was the combined focus of the individual chapters. The intense reliance on volunteers and their atypical influence on campaign activities was another recurring theme. Many of these narratives detail the importance of the plethora of Internet applications that the Dean campaign employed, such as blogs, meetups, social networking tools like Deanster and Deanspace, organizing tools like Get Local, and a host of others. How these tools were used to inspire and organize supporters, allow for bottom-up communication between supporters and the campaign, and achieve more well-known fundraising milestones, were all discussed at great length throughout.

While there is some mention of campaign struggles, such as trying to remain grassroots while marketing a major national presidential primary campaign, difficulties in organizing supporter data, and responding to an overload of e-mails, the book appears to lack a certain amount of objectivity typical of presidential campaign analyses. There is brief admittance of possible strategic or organizational miscalculations, like different factions of the campaign competing with each other rather than cooperating and the virtual barrier between field organizing efforts and those of the Internet team, but the writings come across as mainly one-sided. This should not be surprising or even taken negatively for that matter, since this book is a collection of accounts of Dean campaign staff and volunteers rather than a critical analysis of his campaign by detached researchers.

These personal perspectives give the reader a more heartfelt understanding of various high points and low points throughout the campaign. How the "Dean Scream" and surrounding media fiasco

impacted his staff and volunteers was understood with a great deal of compassion and empathy, not just for the candidate himself but for all involved, from this assemblage of personal recollections. The presentation of future implications for the Internet in the political process also seems to be more meaningful when coming from people who have utilized these tools to significant ends and continue to do so in the political realm.

The closing of this book outlines the current and future impact of the technological innovations of the Dean campaign. It is mentioned that some of Dean's previous Internet team went on to play roles in the Democratic primary campaigns of Senator John Edwards and Senator Barack Obama. The continuation of efforts of Dean volunteers in other areas of grassroots politics and the transformation of Dean for America into Democracy for America, which, among other things, provides training and support to people wishing to run for local offices, are two of the major, direct results of the Dean campaign legacy.

The technological influences made by the Dean campaign are more broad, however, as many of the basic tools used in his 2004 run are considered essential to campaigns now: campaign blogs, online organizing tools, social networking tools, Yahoo! e-mail groups, downloadable posters, online videos, and e-mail list-building. [Note: Don Tapscott, co-author of *Wikinomics*, recently discussed in *Government Technology* Senator Obama's success thus far as a result largely of his campaign's use of Web 2.0, mass collaboration tools].

It is clear that the Howard Dean 2004 primary campaign left its mark on the American political spectrum and this collection of thought-provoking essays provides a personal and inspiring account of that campaign and the possibilities of technological innovation for empowering the citizenry and improving the political process.