

Political marketing

A COMPARATIVE PERSPECTIVE

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editors



Political Marketing A Comparative Perspective

Jennifer Lees-Marshment



Political Marketing A Comparative Perspective:

Political Marketing Darren G. Lilleker, Jennifer Lees-Marshment, 2005-08-06 Political marketing has become a global phenomenon as parties try to copy the market oriented approach employed by Tony Blair to win power for New Labour in 1997 It raises fresh perspectives on the more established political marketing practices in the UK and US such as how to incorporate political leadership within the market oriented framework and the democratic implications when faced with the actual business of governing This book also highlights how the market oriented party approach has spread around the world including Europe and the new democracies of Brazil and Peru The collection also introduces the debate on whether such practices enhance or undermine democracy raising important questions on the future of political marketing *Political Marketing* Jennifer Lees-Marshment, 2009-09-10 This book is the first comprehensive textbook on political marketing Drawing on the latest theoretical work and applying it to a wide variety of international case studies it provides an essential resource for all students of political marketing *The Political Marketing Game* J. Lees-Marshment, 2011-03-29 The Political Marketing Game identifies what works in political marketing drawing on 100 interviews with practitioners It also shows that authenticity values and vision are as much a part of a winning strategy as market savvy pragmatism *Routledge Handbook of Political Marketing* Jennifer Lees-Marshment, 2012-03-12 With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time the future of political marketing is fiercely contested provoking a wealth of high quality scholarship from across the globe This work provides an accessible introduction to the field international in both content and authorship which will set the direction of future research *Routledge Handbook of Political Marketing* contains cutting edge contributions written by academic experts and informed practitioners but will also have a cohesive structure containing emerging areas and authors alongside established ones The handbook addresses the practicalities as well as the broader impact of political marketing on politics including its role in the changing relationship between political leaders parties and voters With each chapter providing a comparative and carefully structured discussion of a key topic the handbook examines issues within the following broad themes Understanding the market gathering ideas and debate Product development branding and strategy Internal Marketing Communicating and connecting with the public Government Marketing delivery policy and leadership With each chapter written to a common template presenting new research and contemporary case studies the handbook combines a succinct presentation of the latest research with an accessible and systematic format that will be of great interest to scholars and practitioners alike **The Political Marketing Revolution** Jennifer Lees-Marshment, 2004-10 This book shows how British politics is being transformed from a leadership run system to one dictated by public needs and demands No longer confined to party politics organizations including the monarchy the BBC universities local councils charities and the Scottish Parliament are adopting the tools of market intelligence to understand their market needs and demands The political marketing revolution raises many questions

such as whether the student or patient really does know best and can decide his own education and health care The book calls for a debate about the movement of the British political system towards a market orientation and a re negotiation of the relationship between leaders and the market While recognizing the need for political leaders to listen this debate places some responsibilities on the political consumer looking to create a new relationship that might work more effectively for both sides

Social Media Marketing: Breakthroughs in Research and Practice Management Association, Information Resources,2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing

Political Marketing in Canada Alex Marland,Thierry Giasson,Jennifer Lees-Marshment,2012-02-15 Political parties worldwide are using marketing tools such as targeting and segmentation to win elections Are these strategies making politicians and governments more responsive to voters needs or do they pose a threat to democracy Political Marketing in Canada the first book to ask this question of Canada considers the consequences of political marketing in the realms of public policy leadership and the government citizen relationship Through dynamic case studies that range from the resurrection of the Conservative Party to media accounts of political marketing to Tim Hortons as a political brand the authors trace how political marketing is transforming the old system of brokerage politics into a new distinctly Canadian model Citizens are now viewed as consumers and platforms and promises have been repackaged as products Whether this trend is positive or negative the authors argue depends on how politicians and governments carry out political marketing and its promises in practice

The Routledge Companion to Nonprofit Marketing Adrian Sargeant,Walter Wymer Jr,2007-11-22 This timely collection of cutting edge articles offers a complete overview of marketing in the nonprofit sector Written by a leading team of international experts it examines the issues faced by public and nonprofit organizations in marketing and raising funds and provides a comprehensive review of the latest research An introductory section

Marketing Leadership in Government Edward Elder,2016-07-17 This book explores how contemporary governing leaders can overcome the typical trend of losing a public support in power by following more effective communication strategies It shows how new forms of communication that emphasise acknowledgement and respect for public criticisms and concerns can be used by governing leaders to show the public that they still have the leadership qualities they entered office with despite the extra challenges that political office presents The book outlines a new model The Contemporary Governing Leaders Communication Model through which leaders can communicate their positive personal and professional qualities in government The book illustrates this model in use

through the communication of United States President Barack Obama and New Zealand Prime Minister John Key during their first terms in political office

Political Marketing and Management in the 2017 New Zealand Election Jennifer Lees-Marshment, 2018-07-19 This book reveals the market research strategy branding and communication behind the unpredictable 2017 New Zealand election result which saw Jacinda Ardern elected Labour leader just 8 weeks before the election to become Prime Minister Utilising rich data sources that include a 250 000 Vote Compass survey and interviews with key political advisors it explores the alignment of the policy of National Labour the Greens and NZ First with party supporters demographic segments and undecided voters It also analyses the leadership communication and branding of the leaders Bill English Jacinda Ardern and Andrew Little as well as the advertising by minor parties ACT the Greens United Future and the Maori Party The book provides advice for practitioners such as focus on being responsive communicate delivery competence differentiate in policy and advertising build an energetic and charismatic leader brand and be flexible when planning

Political Marketing in the United States Jennifer Lees-Marshment, Brian Conley, Kenneth Cosgrove, 2014-08-28 Political Marketing in the United States explores how politicians and parties utilize marketing concepts and tools providing an up to date and broad overview of how marketing permeates U S politics The volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in government The main themes and objectives of the book are to cover New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing It is a must read for students and scholars of political parties political communication applied politics and elections

Civic Engagement and Politics: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2019-01-04 Creating transparency between government and citizens through outreach and engagement initiatives is critical to promoting community development and is also an essential part of a democratic society This can be achieved through a number of methods including public policy urban development artistic endeavors and digital platforms Civic Engagement and Politics Concepts Methodologies Tools and Applications is a vital reference source that examines civic engagement practices in social political and non political contexts As the world is now undergoing a transformation interdisciplinary collaboration participation community based participatory research partnerships and co creation have become more common than focused domains Highlighting a range of topics such as social media and politics civic activism and public administration this multi volume book is geared toward government officials leaders practitioners policymakers academicians and researchers interested in active citizen participation and politics

Global Political Marketing Jennifer Lees-Marshment, Chris Rudd, Jesper Stromback, 2009-10-16 There is increasing awareness of growing similarities in political

marketing practices around the world Global political marketing is a comprehensive analysis of why how and with what affect parties use political marketing in a range of political systems presidential parliamentary two and multi party and established and emerging democracies Written by a team of 25 international expert authors the volume explores the impact of systemic features such as the party and electoral system analysing how parties use marketing through 14 detailed country studies The book explores the notion that political marketing is used by parties to both sell and design political products is by no means confined to the opposition and that many opinions besides those of the voters are considered in product design including ideological anchors expert opinion and party members input The authors also explore how other factors impact on political marketing effectiveness such as the ability of governments to communicate delivery stay in touch the role of the media and party unity and culture Finally the work discusses the democratic implications of market oriented parties highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century Including a practitioner perspective as well as rigorous academic analysis this collection provides the first global comprehensive overview of how political parties market themselves it will be of great interest to all scholars of political marketing parties and elections and comparative politics

Political Campaigning, Elections and the Internet Darren Lilleker, Nigel Jackson, 2013-03-01 The Internet first played a minor role in the 1992 U S Presidential election and has gradually increased in importance so that it is central to election campaign strategy However election campaigners have until very recently focused on Web 1 0 websites and email Political Campaigning Elections and the Internet contextualises the US Presidential campaign of 2008 within three other contests France 2007 Germany 2009 and the UK 2010 In offering a comparative history of the use of the Internet as an election tool the authors are able to test the optimistic view that the Internet is transforming elections while also mapping the role the Internet plays and performs for parties and candidates Lilleker and Jackson offer in depth analysis demonstrating how interactive Web 2 0 online tools including weblogs social networking sites and file sharing sites are utilised and evaluate the role of these tools in the marketing and branding of parties and candidates Examining the interactivity between candidate party and voter this important book will be of strong interest to students and scholars of political science elections international relations and political communication It will be of value to those within public relations marketing and related communication and media programmes

Relational Political Marketing in Party-Centred Democracies Professor Helene P M Johansen, 2013-04-28 This book offers a critical re thinking of the way in which traditional market logic derived from mainstream economics and managerial marketing has for decades commonly been applied in the theoretical understanding of democratic politics within influential quarters of political science and in later years also the relatively new but rapidly expanding field of political marketing Such approaches are founded on the assumption that all markets are driven exclusively by exchange dynamics and this has in turn rendered the most basic workings of co production and participation oriented party centred political systems theoretically invisible The author starts

by providing a thorough and wide ranging critical assessment of the theoretical underpinnings of the contemporary political marketing literature and its market based political science antecedents Using a relationship marketing perspective the author goes on to offer a re conceptualisation of these political spheres in terms of markets which addresses the theoretical inadequacies of prior research She closes by examining some of the most important practical implications that this alternative approach to party centred politics may have for the marketing efforts of contemporary membership parties This book is essential reading to all those interested in party centred politics and political marketing as well as democratic theorists and students of political theory in general

Harnessing Social Media as a Knowledge Management Tool Chugh, Ritesh, 2016-07-13 Knowledge is a valuable resource that must be managed well for any organization to thrive Proper knowledge management practices can improve business processes by creating value however the available tools meant to aid in the creation collection and storage of information have drastically changed since the emergence of social media By using this collaborative online application for engaging with information organizations are able to precisely disseminate knowledge to the correct audience Harnessing Social Media as a Knowledge Management Tool explores the usage of social media in managing knowledge from multiple dimensions highlighting the benefits opportunities and challenges that are encountered in using and implementing social media This publication endeavors to provide a thorough insight into the role of social media in knowledge management from both an organizational and individualistic perspective This book elucidates emerging strategies perfect for policy makers managers advertisers academics students and organizations who wish to effectively manage knowledge through social media

Routledge Handbook of Political Management Dennis W. Johnson, 2010-03-17 A comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life

Winning Elections with Political Marketing Philip Davies, 2012-11-12 Find out the real impact political marketing has on the democratic process Winning Elections with Political Marketing is a unique look at the election process on both sides of the Atlantic providing rare insight into how modern political communication and marketing strategies are used in the United States and the United Kingdom The leading political researchers present a cross section of their latest findings augmented with easy to read tables charts and figures and reinforced with extensive references and bibliographies The book addresses the key issues that define the interplay between political marketing and the electorate in both countries including advertising research methods and cross cultural research results political choice behavior imagery management the integration of business and social science theory and the impact of political marketing on democracy While the national election cycles of the two countries may be fundamentally different their election processes share one thing in common a trend toward permanent campaigning through embedded marketing tactics that s becoming standard practice in the United States and the United Kingdom Winning Elections with

Political Marketing examines the theoretical underpinnings of policy development the characteristics of a successful political candidate political marketing from the perspective of the voters campaign finance regulations and the effects of technological changes on political communication Winning Elections with Political Marketing looks at The Political Triangle determining market intelligence class rhetoric and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e newsletters the advantages of public funding and a study of the United States presidential primaries from 1976 to 2004 Winning Elections with Political Marketing is an essential resource for political practitioners researchers and scholars candidates seeking political office lobbyists political action groups public relations professionals journalists fundraisers advertising specialists and anyone with an interest in the political process

Political Marketing in the 2016 U.S. Presidential Election Jamie Gillies, 2017-08-04 This edited collection is one of the first books to focus on the distinctive political marketing and branding strategies utilized by the candidates and their parties in one of the most gripping elections in U S history It considers why this election was so unusual from a political marketing perspective calling for new explanations and discussions about its implications for mainstream political marketing theory and practice At a time of political upheaval candidates from both parties Donald Trump and Bernie Sanders in particular have appeared to overturn the conventional wisdom that has hitherto dominated U S politics that candidates should appear presidential be politically experienced and qualified to run for office and avoid controversial and politically incorrect positions This book presents scholarly perspectives and research with practitioner relatable content on practices and discourses that look specifically at the Trump Clinton and Sanders campaigns and how they took current understandings of political marketing and branding in new directions

Political Communication Aeron Davis, 2019-05-29 We are living in a period of great uncertainty Votes for Brexit and Trump along with widespread political volatility are not only causing turmoil they are signs that many long predicted tipping points in media and politics have been reached Such changes have worrying implications for democracies everywhere In this text Aeron Davis bridges old and new to map the shifts and analyse what they mean for our aging democracies Why are volatile polarized electorates no longer prepared to support established political parties Why are large parts of the legacy media either dying or dismissed as fake news How is social media rapidly rewriting the rules And why do some democratic leaders look more like dictators and pollsters and economists more like fortune tellers These questions and more are addressed in the book Political Communication A New Introduction for Crisis Times both introduces and challenges the established literature It will appeal to advanced students scholars and anyone else trying to understand the precarious state of today s media and political landscape

Whispering the Strategies of Language: An Emotional Quest through **Political Marketing A Comparative Perspective**

In a digitally-driven world wherever monitors reign great and instant interaction drowns out the subtleties of language, the profound secrets and mental nuances hidden within phrases usually get unheard. Yet, situated within the pages of **Political Marketing A Comparative Perspective** a charming literary treasure pulsing with natural feelings, lies an exceptional quest waiting to be undertaken. Written by an experienced wordsmith, that marvelous opus invites visitors on an introspective journey, delicately unraveling the veiled truths and profound impact resonating within ab muscles cloth of each and every word. Within the emotional depths with this touching review, we shall embark upon a honest exploration of the book is primary styles, dissect their captivating publishing type, and yield to the strong resonance it evokes serious within the recesses of readers hearts.

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