

The Marketing *of the* President

Political Marketing as
Campaign Strategy



Bruce I. Newman

Marketing Of The President Political Marketing As Campaign Strategy

Jennifer Lees-Marshment



Marketing Of The President Political Marketing As Campaign Strategy:

The Marketing of the President Bruce I. Newman, 1993-12-20 Using the 1992 presidential election as a case study this book reveals how the American political process has been transformed by the use of marketing techniques The author addresses issues of serious concern to the health of the political process including the role of polling direct mail and television advertising This is the first comprehensive account of the influence of marketing in a presidential election campaign Handbook of Public Affairs Phil Harris, Craig S Fleisher, 2005-07-15 Drawing on the expertise of leading figures in the field this handbook provides an overview of public affairs and government relations for students CEOs association executives politicians lobbyists and business managers *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 Political Marketing Jennifer Lees-Marshment, 2009-09-10 Political Marketing is the first comprehensive textbook to focus on political marketing and introduces students to how candidates parties elected officials and governments around the world utilise marketing concepts and tools win elections and remain in office analyses the implications of political marketing for democracy are we happy to be citizen consumers Drawing on the latest theoretical work and providing the broadest collation of international political marketing research available this text examines a wide range of political marketing topics including the rise of the political consumer market intelligence and segmentation opposition research e marketing direct mail market orientation and strategy internal marketing product re development branding local political marketing marketing in government delivery and global knowledge transfer features over 40 case studies written by international specialists in over 20 countries and practitioner perspectives from those currently engaged in political marketing illustrates theories with clear examples integrated with topical discussion points and provides essay and applied assessment suggestions in each chapter Presented in clear and engaging style this textbook offers sophisticated understanding of this exciting new area Written by a leading expert in the field it is essential reading for all students of political marketing parties and elections and comparative politics 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 **Political Marketing:** Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman, 2015-01-28

Comprehensive and clearly organized this is the first integrated theory to practice text on marketing's role in the political process It incorporates insights and concepts drawn from the disciplines of Marketing Psychology and Political Science and covers every aspect of marketing's infiltration into politics including campaign strategy market segmentation and media strategy Using examples and models drawn from countries around the globe the authors elucidate the importance of political marketing techniques for the stability of democratic institutions They also note the potential threats to democracy especially the use of marketing techniques to manipulate voters at the subconscious level They conclude with a set of normative do's and don'ts for political marketing practice that strengthens civic education and democratic governance Relational

Political Marketing in Party-Centred Democracies Helene P.M. Johansen, 2016-04-08 This book offers a critical rethinking 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 **The Idea of Political Marketing** Nicholas O.

O'Shaughnessy, Stephan C.M. Henneberg, 2002-06-30 O'Shaughnessy Henneberg and their contributors examine how the theory and practice of marketing has been and can be applied to politics Particular attention was paid to the theory of political marketing with conceptual definitions developed to better facilitate communication between marketing professionals and political science researchers Political marketing is about the making and unmaking of governments in a democracy Despite its growing importance the marketing academic profession has shown very little interest in the political ramifications of their discipline while political scientists often come to political marketing with the view that it is cosmetic if not trivial O'Shaughnessy Henneberg and their contributors examine how the theory and practice of marketing has been and can be applied to politics As they show elections are a persuasion task writ large most especially with the demise of inherited class

loyalties Following elections governments can employ marketing techniques to build support for their actions while opposition parties can press the government and its supporters through similar marketing approaches Of particular interest to scholars researchers and policy makers involved with politics political communication and the making of public policy

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

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

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