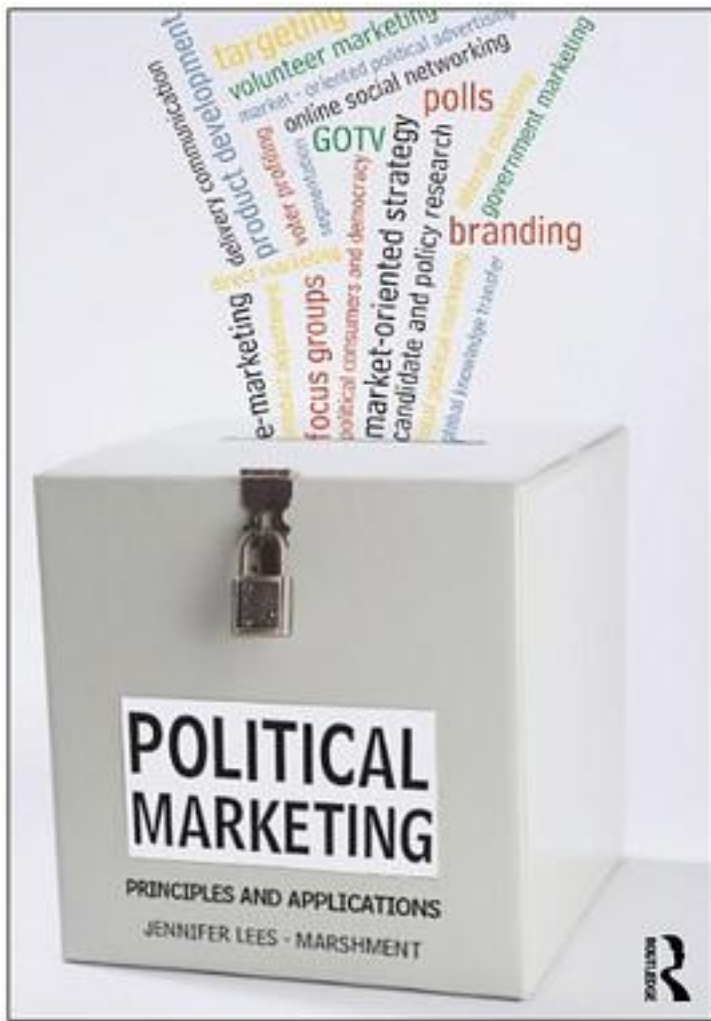


# Political Marketing



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"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 to win elections and remain in office. 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. It analyses the implications of political marketing for democracy - are we happy to be 'citizen-consumers?'. It features over 40 case studies written by international specialists in over 20 countries, and practitioner perspectives from those currently engaged in political marketing. It 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.

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