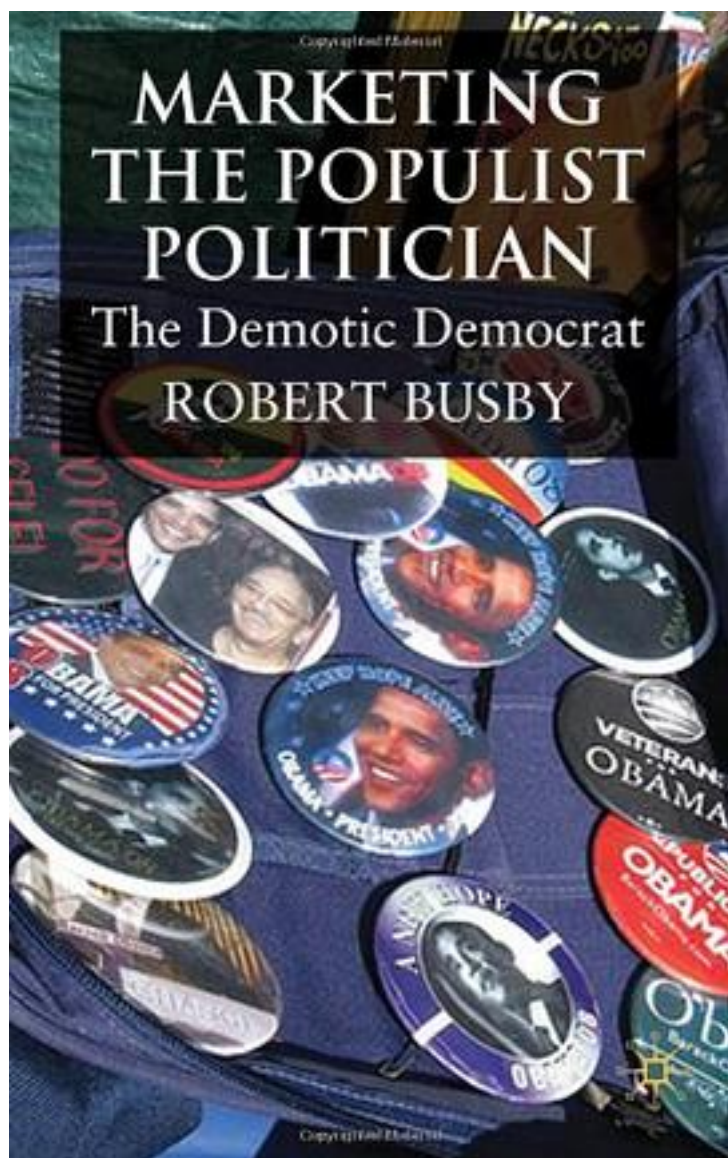


# Marketing the Populist Politician



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The marketing of politicians has increasingly revolved around the interplay between their social characteristics and their political appeal. The presentation of political leaders as 'ordinary' has become an important criteria for their electoral standing. Marketing the Populist Politician examines how and why selected political leaders from the United Kingdom and United States have adopted a populist remit and presented their ordinariness as an asset when engaging in a fight for popular credibility. It considers how emotional values and social hardship appear to be contemporary necessities in politics, and how these are presented and manufactured for popular consumption.

作者介绍:

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