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Sommario/riassunto

Learn how political marketing and public relations affect the electoral process! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing examines how communication and marketing experts influence politics. The book reviews the state of the art in political communication management and marketing through a cross-cultural integration of research and theoretical approaches. An international panel of authors presents a comparative assessment of the impact of candidate and party appeals on the electorate, examines case studies from elections in the United States and Europe, and offers innovative models of voter behavior in the United States, Poland, and Slovenia. Communication of Politics provides valuable insights into the merger of political marketing and public relations. The book examines the cause and effect of the increasing role of communications professionals in the political process and documents the relationship between politicians and communications professionals working in electoral committees, political parties, governments, government agencies, consultancies, and polling agencies. Topics addressed by the international panel of scholars and practitioners include: a critical assessment of strategies used in the 2000 United States Presidential election branding as a means of establishing party values and winning support the expanding roles of polls, focus groups and Internet-based research on elections the relationship between foreign affairs/diplomacy and media/public relations Quangos (Quasi-Autonomous Non-Governmental Organizations) and much more! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing examines the innovative--and sometimes controversial--uses of contemporary electoral marketing. The book is an essential resource for academics, journalists, and political practitioners, including campaign managers, charity fundraisers, public service managers, party-policy-makers--even candidates.
