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Titolo	Political Marketing and the 2015 UK General Election // edited by Darren G. Lilleker, Mark Pack
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Election strategies, campaign themes and target voters / Andrew Mullen -- Manifestos as an extended branding campaign / Andrew White -- Party branding : a case study of online political posters / Vincent Campbell -- Political party advertising and marketing strategies in the 2015 UK election / Janine Dermody -- Strategic media management / Darren G. Lilleker -- Digital political marketing / Anthony Ridge-Newman -- The battle for Brighton : the view from cyberspace / Ivor Gaber -- Lessons for political marketing from 2015 / Darren G. Lilleker.
Sommario/riassunto	This book brings together leading scholars to analyze political marketing in the context of the UK 2015 General Election. Election campaigns represent a time of intense marketing, including: the communication of party, party leader and candidate brands; the design and dissemination of key messages and policy proposals; identification of target voters; setting out strategies for the campaign; and translating strategies into specific communication tactics. Each chapter of this book has been specifically commissioned to focus on one of these aspects of the campaign (targeted campaigning, branding, core messages, advertising, media management, online campaigning and the campaign in the marginal seats). The collection offers insights into

the most interesting and innovative aspects of the 2015 election campaign, determining how levels parties with differing resource approach elections and with what impacts, as well as what we can learn more broadly about marketing at general elections. The chapters are developed to make the topic accessible to non-scholars and to have real-world relevance.
