

1. Record Nr.	UNINA9910298203103321
Autore	Hughes Andrew
Titolo	Market Driven Political Advertising : Social, Digital and Mobile Marketing // by Andrew Hughes
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2018
ISBN	3-319-77730-0
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XIII, 137 p. 3 illus.)
Collana	Palgrave Studies in Political Marketing and Management, , 2946-2622
Disciplina	658.872
Soggetti	Telemarketing Internet marketing Communication in organizations Europe—Politics and government America—Politics and government Digital Marketing Corporate Communication European Politics American Politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction and Outline -- 2. The Relationship between Value Co-Creation, Exchange and Stakeholders -- 3. The Theory and the Practice of Political Advertising -- 4. Weapons of Mass Consumption: Social and Digital Media in Political Campaigns -- 5. Social and Digital Media: Creating, Engaging and Motivating Relationships -- 6. Mobile Political Marketing and Mobile Political Advertising -- 7. Political Advertising: Practitioner Lessons for 2018 and Beyond -- 8. The Future: Directions for Researchers and Practitioners.
Sommario/riassunto	Exploring the new era of political advertising beyond television and print, this book focuses on the mediums of the new millennia that are transforming campaigning and communications in political systems around the world. The author illustrates how the use of social, digital and mobile advertising enables political marketers to deliver messages more accurately and strengthen relationships between stakeholders

such as voters, supporters and candidates. Examining digital and social media platforms such as Facebook, Twitter and YouTube, this innovative book analyses the changing political marketing landscape and proposes conceptual models for implementing more successful and effective political communications in the future. .
