

1. Record Nr.	UNINA9910332465503321
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Titolo	Political Branding Strategies : Campaigning and Governing in Australian Politics / / by Lorann Downer
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	1-137-58029-1
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (150 p.)
Collana	Palgrave Studies in Political Marketing and Management, , 2946-2622
Disciplina	658.4092
Soggetti	Strategic planning Leadership Marketing Management Political science Elections Communication in organizations Business Strategy and Leadership Political Science Electoral Politics Corporate Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Sommario/riassunto	Political Branding Strategies tells the story of branding by the Australian Labor Party across seven years. This is an account of three brands – the Kevin07 brand crafted for Kevin Rudd, The Real Julia brand of his successor, Julia Gillard, and that of the party. Drawing on insider insight and a new framework to understand and evaluate political branding, Labor's strategies are considered in two case studies. They tell of skilful use of comprehensive branding strategies and costly disregard of basic branding principles, of stunning success and shattering reversal. This is a story with lessons for practitioners, researchers and citizens in democracies everywhere.

