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Nota di contenuto	A crash course in branding -- Participation in politics : reorganization of American media, interest groups and society -- Reagan as a marketer and as a brand for conservative movement -- The Clinton scandals : a branded event -- Single best example of the conservative brand strategy -- How conservatives brand their policy proposals -- Re-elect me because at least I am not John Kerry : Bush 2004 -- Conventions and debates : reposition and build brand awareness -- Brands in other channels -- Grassroots organization and public education campaigns.