

1. Record Nr.	UNINA9910345119703321
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Titolo	Branded conservatives : how the brand brought the right from the fringes to the center of American politics / / Kenneth M. Cosgrove [[electronic resource]]
Pubbl/distr/stampa	New York, : P. Lang, c2007
Descrizione fisica	1 online resource (x, 364 p.)
Collana	Politics, media, and popular culture Politics, media & popular culture, , 1094-6225 ; ; v. 12
Disciplina	320.520973/09045
Soggetti	Conservatism - United States - History - 20th century Law, Politics & Government Human Rights History United States Politics and government 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
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.