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Titolo	Routledge handbook of political marketing // edited by Jennifer Lees-Marshment
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2012
ISBN	1-280-68160-8 9786613658548 1-136-59744-1 0-203-34990-3
Descrizione fisica	1 online resource (399 p.)
Collana	Routledge handbooks
Altri autori (Persone)	Lees-MarshmentJennifer
Disciplina	324.7/3
Soggetti	Public relations and politics Campaign management Political campaigns Communication in politics Government publicity Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Routledge Handbook of Political Marketing; Copyright page; Contents; List of figures; List of tables; List of contributors; 1. Introduction: political marketing in the 21st century: Jennifer Lees-Marshment; Part I: Understanding the market, gathering ideas and debate; 2. The role of opinion research in setting campaign strategy: Alexander Braun; 3. Political marketing and segmentation in aging democracies: Scott Davidson and Robert H. Binstock; 4. Strategic voter selection: Michael John Burton 5. Government public opinion research and consultation: experiences in deliberative marketing: Mathias Konig and Wolfgang Konig6. Co-creating the future: Roy Langmaid; Part II: Product development, branding and strategy; 7. Political party market orientation in a global perspective: Jesper Stromback, Jennifer Lees-Marshment and Chris Rudd; 8. Niche marketing the Greens in Canada and Scotland: Susan Harada and Helen M. Morris; 9. Political branding in the modern age:

effective strategies, tools and techniques: Kenneth M. Cosgrove
10. The politics of hope: the Democratic Party and the institutionalisation of the Obama brand in the 2010 mid-term: Brian M. Conley
Part III: Internal marketing; 11. Internal party political relationship marketing: encouraging activism amongst local party members: Robin T. Pettitt; 12. Party members as part-time marketers: using relationship marketing to demonstrate the importance of rank-and-file party members in election campaigns: Peter Van Aelst, Joop van Holsteyn and Ruud Koole; 13. Yes we can (fundraise): the ethics of marketing in political fundraising: Alex Marland
14. Political parties and direct marketing: connecting voters and candidates more effectively: Peter N. Ubertaccio
15. The party official as political marketer: the Australian experience: Stephen Mills; Part IV: Communicating and connecting with the public; 16. Campaigning in the 21st century: change and continuity in American political marketing: Dennis W. Johnson; 17. Selling Sarah Palin: political marketing and the 'Walmart Mom': Robert Busby; 18. Populism as political marketing technique: Georg Winder and Jens Tenscher
19. Something old, something new?: modelling political communication in the 2010 UK general election: Jenny Lloyd
20. Interacting leaders: Claire Robinson; 21. Underused campaigning tools: political public relations Nigel A. Jackson; 22. Political marketing in an online election environment: short-term sales or long-term relationships?: Nigel A. Jackson, Darren G. Lilleker and Eva Johanna Schweitzer; Part V: Government marketing - delivery, policy and leadership; 23. Delivering in government and getting results in minorities and coalitions: Anna Esselment
24. Advocacy coalitions strategies: tensions about legitimacy in environmental causes: Emilie Foster, Raymond Hudon and Stephanie Yates

Sommario/riassunto

With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time, the future of political marketing is fiercely contested, provoking a wealth of high quality scholarship from across the globe. This work provides an accessible introduction to the field, international in both content and authorship, which will set the direction of future research. Routledge Handbook of Political Marketing contains cutting edge contributions written by academic experts and informed practitioners but will also have a cohesive structure, contain

2. Record Nr.	UNINA9910452093003321
Autore	Van Dam Raymond
Titolo	The Roman revolution of Constantine // Raymond Van Dam [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2007
ISBN	1-107-18519-X 0-511-34104-0 1-281-08526-X 9786611085261 0-511-81947-1 0-511-34215-2 0-511-34162-8 0-511-57421-5 0-511-34268-3
Descrizione fisica	1 online resource (xii, 441 pages) : digital, PDF file(s)
Disciplina	937/.08092
Soggetti	Church history - Primitive and early church, ca. 30-600
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	COVER; HALF-TITLE; TITLE; COPYRIGHT; DEDICATION; CONTENTS; PREFACE; ABBREVIATIONS; INTRODUCTION AUGUSTUS AND CONSTANTINE; SECTION ONE A ROMAN EMPIRE WITHOUT ROME; SECTION TWO A GREEK ROMAN EMPIRE; SECTION THREE EMPEROR AND GOD; EPILOGUE ONE EMPEROR; APPENDIX ONE HISPELLUM: DATE, TEXT, AND TRANSLATION; APPENDIX TWO ORCISTUS: DATES, TEXT, AND TRANSLATION; EDITIONS AND TRANSLATIONS; BIBLIOGRAPHY; INDEX
Sommario/riassunto	The reign of the emperor Constantine (306-337) was as revolutionary for the transformation of Rome's Mediterranean empire as that of Augustus, the first emperor three centuries earlier. The abandonment of Rome signaled the increasing importance of frontier zones in northern and central Europe and the Middle East. The foundation of Constantinople as a new imperial residence and the rise of Greek as the language of administration previewed the establishment of a separate

eastern Roman empire. Constantine's patronage of Christianity required both a new theology of the Christian Trinity and a new political image of a Christian emperor. Raymond Van Dam explores and interprets each of these events. His book complements accounts of the role of Christianity by highlighting ideological and cultural aspects of the transition to a post-Roman world.
