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Altri autori (Persone)	Lees-MarshmentJennifer
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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

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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
