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Titolo	Voters or consumers [[electronic resource]] : imagining the contemporary electorate // edited by Darren Lilleker and Richard Scullion
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Altri autori (Persone)	LillekerDarren G ScullionRichard
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Soggetti	Political participation Political sociology Political campaigns Marketing - Political aspects Consumer behavior - Political aspects Communication in politics Electronic books.
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Nota di contenuto	TABLE OF CONTENTS; PREFACE; INTRODUCTION; UNINTENDED POLITICS OF INVESTING; THE CONSTRUCTION OF THE POLITICAL CONSUMER OR POLITICS; THE IMPACT OF THE MARKET ON THE CHARACTER OF CITIZENSHIP, AND THE CONSEQUENCES OF THIS FOR POLITICAL ENGAGEMENT; BRANDING THE MAYOR; BRAND BLAIR; GEORGE W, THE MARLBORO MAN AND THE MESSIAH; CITIZENS, CONSUMERS AND THE DEMANDS OF MARKET-DRIVEN NEWS; CONSUMING ELECTIONS? AN ANALYSIS OF YOUTH (NON)VOTING BEHAVIOUR; SHIFTING COGNITIVE GEARS; THE LIFEWORLD MODEL; CONCLUSION; CONTRIBUTORS
Sommario/riassunto	This edited collection seeks to map current thinking and practice in order to assess the extent to which the consumer, as opposed to the voter, should now to be elevated to a central position within our understanding of the relationship between the public and political spheres. The volume will firstly offer an overview of how consumerism has been applied to our understanding of political and voter behaviour

so outlining the book's key concepts. The volume then follows a processual approach to...
