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   Titolo   Political branding in turbulent times / / Mona Moufahim, editor

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   Descrizione fisica   1 online resource (xvii, 161 pages) : illustrations (chiefly color)

   Collana   Palgrave studies in political marketing and management

   Disciplina   320.01/4

   Soggetti   Branding (Marketing) - Political aspects
                     Political science - History - 21st century
                     Political science
                     History
                     Electronic books.

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Nota di bibliografia   Includes bibliographical references and index.

   Nota di contenuto   Chapter 1: Introduction- Political Branding in turbulent times --
                     Chapter 2: Political Brand Identity and Image: Manifestations,
                     Challenges and Tensions -- Chapter 3: Political Branding in the USA
                     Election of 2020 -- Chapter 4: A tale of trust and betrayal: Jokowis
                     anti-corruption brand creation and transgression -- Chapter 5:
                     Influencers and the building of political brands the case of India --
                     Chapter 6: Toxic Shock: Brexit and the lessons to be learned by UKs
                     political brands -- Chapter 7: Movement parties as brand platforms:
                     The Case of 5 Star Movement -- Chapter 8: How trust wins against
                     criticism: Promise concept as a political branding tool: Lessons from
                     Polish politics -- Chapter 9: Conclusion: The ethical challenges at the
                     heart of Political Branding.

   Sommario/riassunto   Political uncertainty and instability characterise many regions around
                     the world and, increasingly, can be observed in more established
                     democracies. The COVID-19 pandemic, national and international
                     tensions, and the proliferation of autocratic, chauvinist, and, at the

most extreme, fascist forces around the world all contribute to turbulent political times. Such environments constitute tremendous challenges, but also opportunities for scholars to contribute to an understanding of processes in the political market, using the lens of political branding theories. Authors from various disciplinary backgrounds, including social psychology, marketing, and media and communications, provide commentaries and analyses of branding processes in different national contexts, all characterised by tensions and challenges. The topical and provocative content of the chapters, all focusing on recent political events and phenomena in the political arena, should appeal to researchers, branding practitioners, politicians, and members of the public seeking to deepen their understanding of current events and political branding concepts. Dr Mona Moufahim is Senior Lecturer at the Stirling Management School at the University of Stirling in Scotland, UK. She is the current Chair of the Political Marketing Special Interest Group of the Academy of Marketing. Her research focuses on identity, extreme right politics, and political marketing and consumption.