

1. Record Nr.	UNINA9910780259503321
Titolo	The idea of political marketing // Nicholas J. O'Shaughnessy, editor ; Stephan C.M. Henneberg, associate editor
Pubbl/distr/stampa	Westport, Conn. : , : Praeger, , 2002
ISBN	1-280-42287-4 9786610422876 0-313-01238-5
Descrizione fisica	1 online resource (xxi, 258 pages) : illustrations
Collana	Praeger series in political communication
Altri autori (Persone)	O'ShaughnessyNicholas J. <1954-> HennebergStephan C. M
Disciplina	324.7
Soggetti	Campaign management Marketing - Political aspects
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 (p. [221]-241) and index.
Nota di contenuto	Contents; Series Foreword; Introduction; The Idea of Political Marketing; 1 Considerations on Market Analysis for Political Parties; 2 Social- Psychological, Economic and Marketing Models of Voting Behaviour Compared; 3 Market Analogies, the Marketing of Labour and the Origins of New Labour; 4 Kirchheimer's Catch-all Party: A Reinterpretation in Marketing Terms; 5 Understanding Political Marketing; 6 Conceptualising Political Marketing: A Framework for Election- Campaign Analysis; 7 Political Marketing and the Aestheticisation of Politics: Modern Politics and Postmodern Trends; 8 The Marketing of Political Marketing; Bibliography; Index; About the Editors and Contributors