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Autore	Lees-Marshment Jennifer
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Nota di contenuto	1. Introduction: Political Marketing and Management in the UK -- 2. Political marketing strategy in the UK 2024 election -- 3. The Conservative Brand Conundrum, 2019-2024 -- 4. Developing the Labour Party and Keir Starmer brand -- 5. Applying Emotion to Create Persuasive messages: political party websites during the 2025 UK General Election -- 6. An ad for every campaign objective; political advertising in the 2024 UK election -- 7. The Political Management of Crises: A Study of Two Leaders -- 8. Government Communication on the Covid-19 pandemic -- 9. The Power of the Grassroots: Understanding Local Government's Influence -- 10. The ethical concerns with political marketing communication tactics -- 11. Political management behind the scenes: the mismanagement of advisers at the heart of government -- 12. Political marketing and management

lessons from the 2024 UK election.

Sommario/riassunto

This book explores the design, execution and impact of political marketing and management in the UK 2024 general election. It covers strategy, branding, advertising, persuasive communication and advertising, leaders crisis management, local government management and ethical issues. It highlights more subtle yet profound weaknesses in the way politics was marketed and managed, the challenges of delivering at national and local level, and raises concerns with voter discontent and trust in political parties and government. It also offers recommendations for all parties, particularly the Labour Government and the Conservatives in opposition. Jennifer Lees-Marshment is Professor of Political Marketing and Management at the University of Dundee, UK. She has edited or contributed to books on elections in the UK, Canada, US and New Zealand. Ioannis Zisis is Lecturer in Marketing at the University of Dundee, UK. He is an expert in branding and social media, with a particular focus on political communication, government branding and political representatives.
