

Handbook Of Political Marketing

Campaign Communication and Political Marketing
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 Political Marketing
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 Handbook of Research on Politics in the Computer Age

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[Campaign Communication and Political Marketing](#) Oxford University Press, USA

The SAGE Handbook of Propaganda unpacks the ever-present and exciting topic of propaganda to explain how it invades the human psyche, in what ways it does so, and in what contexts. As a beguiling tool of political persuasion in times of war, peace, and uncertainty, propaganda incites people to take, often violent, action, consciously or unconsciously. This pervasive influence is particularly prevalent in world politics and international relations today. In this interdisciplinary Handbook, the editors have gathered together a group of world-class scholars from Europe, America, Asia, and the Middle East, to discuss leadership propaganda, war propaganda, propaganda for peace marketing, propaganda as a psychological tool, terror-enhanced propaganda, and the contemporary topics of internet-mediated propaganda. Unlike previous publications on the subject, this book brings to the forefront current manifestations and processes of propaganda such as Islamist, and Far Right propaganda, from interdisciplinary perspectives. In its four parts, the Handbook offers researchers and academics of propaganda studies, peace and conflict studies, media and communication studies, political science and governance marketing, as well as intelligence and law enforcement communities, a comprehensive overview of the tools and context of the development and evolution of propaganda from the twentieth century to the present: Part One: Concepts, Precepts and Techniques in

Propaganda Research Part Two: Methodological Approaches in Propaganda Research Part Three: Tools and Techniques in Counter-Propaganda

Research Part Four: Propaganda in Context

Handbook of Political Theory Routledge

The Oxford Handbooks of Political Science is a ten-volume set of reference books offering authoritative and engaging critical overviews of the state of political science. Each volume focuses on a particular part of the discipline, with volumes on Public Policy, Political Theory, Political Economy, Contextual Political Analysis, Comparative Politics, International Relations, Law and Politics, Political Behavior, Political Institutions, and Political Methodology. The project as a whole is under the General Editorship of Robert E. Goodin, with each volume being edited by a distinguished international group of specialists in their respective fields. The books set out not just to report on the discipline, but to shape it. The series will be an indispensable point of reference for anyone working in political science and adjacent disciplines. What does democracy expect of its citizens, and how do the citizenry match these expectations? This Oxford Handbook examines the role of the citizen in contemporary politics, based on essays from the world's leading scholars of political behavior research. The recent expansion of democracy has both given new rights and created new responsibilities for the citizenry. These political changes are paralleled by tremendous advances in our empirical knowledge of citizens and their behaviors through the institutionalization of systematic, comparative study of contemporary publics--ranging from the advanced industrial democracies to the emerging democracies of Central and Eastern Europe, to new survey research on the developing world. These essays describe how citizens think about politics,

how their values shape their behavior, the patterns of participation, the sources of vote choice, and how public opinion impacts on governing and public policy. This is the most comprehensive review of the cross-national literature of citizen behavior and the relationship between citizens and their governments. It will become the first point of reference for scholars and students interested in these key issues.

A Research Agenda for Political Marketing Oxford University Press (UK)

This Handbook brings together in one volume the work of the world's foremost political consultants, marketing experts, and political scientists.

Scholars and political professionals from nine different countries have contributed original chapters that provide a state-of-the-art review of the role of marketing "good and bad" in political campaigns. The Handbook's 40 chapters are organized in six sections that provide an exhaustive review of political marketing. Each section includes a rich blend of academic and practitioner authors, often collaborating on chapters, resulting in a rich blend of theory and practice. The Handbook of Political Marketing is the essential field manual for academics, politicians, campaign specialists, and anyone interested in the role of marketing in politics.

Political Marketing Routledge

This Research Agenda documents and establishes the thinking of leading scholars in the field of political marketing and related sub-fields, also encompassing additional social science disciplines that intersect at the crossroads of political marketing.

The Oxford Handbook of Political Theory SAGE

There is increasing awareness of growing similarities in political marketing practices around the world. Global political marketing is a comprehensive analysis of why, how and with what affect parties use political marketing in a range of political systems - presidential, parliamentary, two and multi-party, and established and emerging democracies. Written by a team of 25 international expert authors, the volume explores the impact of systemic features such as the party and electoral system, analysing how parties use marketing through 14 detailed country studies. The book explores the notion that political marketing is used by parties to both sell and design political products, is by no means confined to the opposition, and that many opinions besides those of the voters are considered in product design, including ideological anchors, expert opinion and party members' input. The authors also explore how other factors impact on political marketing effectiveness, such as the ability of governments to communicate delivery, stay in touch, the role of the media and party unity and culture. Finally the work discusses the democratic implications of market-oriented parties, highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century. Including a practitioner perspective as well as rigorous academic analysis, this collection provides the first global comprehensive overview of how political parties market themselves, it will be of great interest to all scholars of political marketing, parties and elections and comparative politics.

Current Issues in Political Marketing SAGE

Oxford Handbooks of Political Science are the essential guide to the state of political science today. With engaging contributions from 51 major international scholars, the Oxford Handbook of Political Theory provides the key point of reference for anyone working in political theory and beyond.

The Marketing of the President OUP Oxford

The study of political institutions is among the founding pillars of political science. With the rise of the 'new institutionalism', the study of institutions has returned to its place in the sun. This volume provides a comprehensive survey of where we are in the study of political institutions, covering both the traditional concerns of political science with constitutions, federalism and bureaucracy and more recent interest in theory and the constructed nature of institutions. The Oxford Handbook of Political Institutions draws together a galaxy of distinguished contributors drawn from leading universities across the world. Authoritative reviews of the literature and assessments of future research directions will help to set the research agenda for the next decade.

Routledge Handbook of Political Management Routledge

The SAGE Handbook of Political Advertising provides a comprehensive view of the role political advertising plays in democracies around the world.

Editors Lynda Lee Kaid and Christina Holtz-Bacha, along with an international group of contributors, examine the differences as well as the similarities of political advertising in established and evolving democratic governments. Key Features: Offers an international perspective: This Handbook examines the political television advertising process that has evolved in democracies around the world, including countries in Asia, Europe, Australia, Africa, Latin America, and North America. In addition, a comparative overview addresses the effects of political advertising on the voters and the systems of which it is a part. Provides comprehensive coverage: For each country presented, an analysis is given of its political advertising history, its cultural implications, the political and regulatory systems related to political advertising, the effects of media system structures, and the effects of new technologies. Includes examples from recent elections: The role specific candidate- or party-controlled television plays in a specific region's electoral process is examined. Original research on recent elections confirms the expanding significance of this form of political communication. This is an excellent resource for media professionals and practicing journalists, as well as a welcome addition to any academic library. It can also be used as a textbook for advanced undergraduate and graduate courses on Political Advertising in the fields of Political Science, Communication, Broadcasting, Journalism, and International Relations.

The Oxford Handbook of Political Institutions SAGE

Electronic inspection copies are available for instructors Political Marketing: Theories and Concepts provides students with a valuable and critical understanding of how political parties use marketing to attain their aims. Unlike other textbooks, this text explicitly focuses on the theoretical underpinnings and cutting edge concepts used by political parties, allowing students to gain key insights into how they win elections and remain in power. With an engaging and thought provoking topic selection, these field-leading authors have ensured that this often complex and theoretically advanced topic is clearly accessible for a student audience and novice researchers. Key features of each chapter include: - Short chapter introduction and learning summaries - Discussion questions to share in the classroom - Annotated suggestions for further reading - Lists of key terms to consider This text is essential reading for advanced undergraduate and postgraduate students on political marketing courses. Dr Robert P. Ormrod, University of Aarhus, Denmark Dr Stephan C. Henneberg, University of Manchester Professor Nicholas J. O'Shaughnessy, Queen Mary, University of London
The Oxford Handbook of Contextual Political Analysis Edward Elgar Publishing

Winning a presidential election is like operating a successful business. The best and most successful businesses are customer driven. The Marketing of the President documents how political candidates are marketed by the same sophisticated techniques that experts use to sell legal and medical services. Newman addresses issues of serious concern to the health of the political process as he examines the roles of positioning, polling, direct mail, 900 numbers, and television in advertising. Using the 1992 presidential election as a case study, this extraordinary volume reveals how the American political process has been transformed - for better or worse - by the use of marketing techniques. The Marketing of the President important reading for marketing professionals and students interested in nonprofit applications of marketing concepts, or for political scientists and policymakers who are concerned about the increasing role of marketing in political campaigns.

Political Handbook of the World 2020-2021 SAGE

A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting a broader 'campaign culture', political marketing models may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge - sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and 'campaign culture.' Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

Global Political Marketing UBC Press

Technology and particularly the Internet have caused many changes in the realm of politics. Aspects of engineering, computer science, mathematics, or natural science can be applied to politics. Politicians and candidates use their own websites and social network profiles to get their message out. Revolutions in many countries in the Middle East and North Africa have started in large part due to social networking websites such as Facebook and Twitter. Social networking has also played a role in protests and riots in numerous countries. The mainstream media no longer has a monopoly on political commentary as anybody can set up a blog or post a video online. Now, political activists can network together online. The Handbook of Research on Politics in the Computer Age is a pivotal reference source that serves to increase the understanding of methods for politics in the computer age, the effectiveness of these methods, and tools for analyzing these methods. The book includes research chapters on different aspects of politics with information technology, engineering, computer science, or math, from 27 researchers at 20 universities and research organizations in Belgium, Brazil, Cape Verde, Egypt, Finland, France, Hungary, Italy, Mexico, Nigeria, Norway, Portugal, and the United States of America. Highlighting topics such as online campaigning and fake news, the prospective audience includes, but is not limited to, researchers, political and public policy analysts, political scientists, engineers, computer scientists, political campaign managers and staff, politicians and their staff, political operatives, professors, students, and individuals working in the fields of politics, e-politics, e-government, new media and communication studies, and Internet marketing.

The Political Marketing Game OUP Oxford

To what extent are the techniques of campaigning and media management critical to the outcome of modern elections? This book brings together a group of leading scholars to provide a comprehensive analysis of the role and impact of political communications during election campaigns. They set the context of election campaigning in Britain, and the methodology used to understand media effects, review party strategies and resulting media coverage, and draw together evidence of the impact of the 1997 British General Election campaign, analyzing how far television and the press media influenced the public's civic engagement, agenda priorities, and party preferences.

Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities Routledge

Campaign Communication and Political Marketing is a comprehensive, internationalist study of the modern political campaign. It indexes and explains their integral components, strategies, and tactics. Offers comparative analyses of campaigns from country to country Covers topics such as advertising strategy, demography, the effect of campaign finance regulation on funding, and more Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy Analyses the impact of digital media and 24/7 news cycle on campaign conduct
Handbook of Political Communication Research CQ Press

The Oxford Handbook of American Political Parties and Interest Groups is a major new volume that will help scholars assess the current state of scholarship on parties and interest groups and the directions in which it needs to move. Never before has the academic literature on political parties received such an extended treatment. Twenty nine chapters critically assess both the major contributions to the literature and the ways in which it has developed. With contributions from most of the leading scholars in the field, the volume provides a definitive point of reference for all those working in and around the area. Equally important, the authors also identify areas of new and interesting research. These chapters offer a distinctive point of view, an argument about the successes and failures of past scholarship, and a set of recommendations about how future work ought to develop. This volume will help set the agenda for research on political parties and interest groups for the next decade. The Oxford Handbooks of American Politics are a set of reference books offering authoritative and engaging critical overviews of the state of scholarship on American politics. Each volume focuses on a particular aspect of the field. The project is under the General Editorship of George C. Edwards III, and distinguished specialists in their respective fields edit each volume. The Handbooks aim not just to report on the discipline, but also to shape it as scholars critically assess the scholarship on a topic and propose directions in which it needs to move. The series is an indispensable reference for anyone working in American politics. General Editor for The Oxford Handbooks of American Politics: George C. Edwards III

The Oxford Handbook of Political Economy SAGE

The Handbook of Political Communication Research is a benchmark volume, defining the most important and significant thrusts of contemporary research and theory in political communication. Editor Lynda Lee Kaid brings together exemplary scholars to explore the current state of political

communication research in each of its various facets. Reflecting the interdisciplinary nature of political communication scholarship, contributions represent research coming from communication, political science, journalism, and marketing disciplines, among others. The Handbook demonstrates the broad scope of the political communication discipline and emphasizes theoretical overviews and research synthesis, with each chapter providing discussion of the major lines of research, theory, and findings for the area of concern. Chapters are organized into sections covering: *The theoretical background, history, structure, and diversity of political communication; *Messages predominant in the study of political communication, ranging from classical rhetorical modes to political advertising and debates; *News media coverage of politics, political issues, and political institutions; *Public opinion and the audiences of political communication; *European and Asian perspectives on political communication; and *Trends in political communication study, including the Internet, and its role in changing the face of political communication. As a comprehensive and thorough examination of the political communication discipline--the first in over two decades--this Handbook is a "must-have" resource for scholars and researchers in political communication, mass communication, and political science. It will also serve readers in public opinion, political psychology, and related areas.

The SAGE Handbook of Political Communication SAGE

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, containing emerging areas and authors alongside established ones. The handbook addresses the practicalities as well as the broader impact of political marketing on politics including its' role in the changing relationship between political leaders, parties and voters. With each chapter providing a comparative and carefully structured discussion of a key topic, the handbook examines issues within the following broad themes: Understanding the market, gathering ideas, and debate Product development, branding and strategy Internal Marketing Communicating and connecting with the public Government Marketing - delivery, policy and leadership With each chapter written to a common template presenting new research and contemporary case studies, the handbook combines a succinct presentation of the latest research with an accessible and systematic format that will be of great interest to scholars and practitioners alike.

The SAGE Handbook of Political Geography Routledge

This authoritative and comprehensive survey of political communication draws together a team of the world's leading scholars to provide a state-of-the-art review that sets the agenda for future study. It is divided into five sections: Part One: explores the macro-level influences on political communication such as the media industry, new media, technology, and political systems Part Two: takes a grassroots perspective of the influences of social networks - real and online - on political communication Part Three: discusses methodological advances in political communication research Part Four: focuses on power and how it is conceptualized in political communication Part Five: provides an international, regional, and comparative understanding of political communication in its various contexts The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students, researchers and practitioners in the fields of politics, media and communication, sociology and research methods.

The Oxford Handbook of American Political Parties and Interest Groups SAGE

This volume brings together the major thrusts of research and theory in political communication. For scholars/researchers/students in political communication, mass communication, and political science; and for readers in public opinion, political psychol

Routledge Handbook of Political Marketing Routledge

The Oxford Handbooks of Political Science is a ten-volume set of reference books offering authoritative and engaging critical overviews of the state of political science. Each volume focuses on a particular part of the discipline, with volumes on Public Policy, Political Theory, Political Economy, Contextual Political Analysis, Comparative Politics, International Relations, Law and Politics, Political Behavior, Political Institutions, and Political Methodology. The project as a whole is under the General Editorship of Robert E. Goodin, with each volume being edited by a distinguished international group of specialists in their respective fields. The books set out not just to report on the discipline, but to shape it. The series will be an indispensable point of reference for anyone working in political science and adjacent disciplines. The Oxford Handbook of Contextual Political Analysis sets out to synthesize and critique for the first time those approaches to political science that offer a more fine-grained qualitative analysis of the political world. The work in the volume has a common aim in being sensitive to the thoughts of contextual nuances that disappear from large-scale quantitative modelling or explanations based on abstract, general, universal laws of human behavior. It shows that 'context matters' in a great many ways: philosophical context matters; psychological context matters; cultural and historical contexts matter; place, population, and technology all matter. By showcasing scholars who specialize in the analysis of all these contexts side-by-side, the Oxford Handbook of Contextual Political Analysis shows how political scientists can take those crucial contextual factors systematically into account.