

Branding In Politics

Branding in Politics Political Branding Political Branding in Cities Political Marketing The Sage Handbook of Political Marketing Political Branding Strategies Political Branding in Turbulent Times Handbook of Political Marketing Political Marketing in Nigeria Political Branding Political Marketing in the United States Political Marketing: The Saturday Review of Politics, Literature, Science and Art A Hand-book of Politics for 1874 Political Science A Hand-book of Politics for ... The death of the brand? Challenges facing international brands in the 21st century - an analysis with examples and recommendations The Saturday Review of Politics, Literature, Science, Art, and Finance The Saturday Review of Politics, Literature, Science and Art The Marketing of the President Lucie Scholz Christopher Pich Eleonora Pasotti Jennifer Lees-Marshment Paul Baines Lorann Downer Mona Moufahim Bruce I. Newman Okonkwo Onuigbo Amit Kumar Jennifer Lees-Marshment Wojciech Cwalina Edward McPherson Edward McPherson Florian Mayer Bruce I. Newman

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seminar paper from the year 2011 in the subject business economics offline marketing and online marketing grade 1 0 university of applied sciences neu ulm language english abstract experts agree that obama s election victory is largely due to a unique and innovative election campaign which managed to convince voters the huge efforts to raise funds to cover the costs and the extensive and comprehensive use of social media are considered the main innovations obama introduced into his campaign qualman 2009 p 64 waters lester 2010 p 241 harfoush 2009 pp viii they agree on the fact that obama can be considered a powerful brand brand obama is a real marketing phe nomenon he s not only making politics cool he s outpacing google and iphone the icon brands of this century states david jones ceo of one of the world s biggest advertising agencies euro rscg brand

momentum study 2008 the target of this paper is to analyze from a marketing point of view the mechanisms which helped barack obama turn the game around against initial odds for this purpose we will first of all deal with the theoretical bases of brand management we will examine in detail the characteristic features of a brand in order to answer the question as to what extent the comparison of president obama to a brand is justified the subsequent analysis of the functions of a brand has the purpose to explain in what way brands are capable of increasing a product s or person s perceived value to the customer or voter

this book demonstrates the progress that has been made on political branding research across international contexts it focuses on the critical application of new concepts and frameworks generating a deeper understanding of unexplored settings and positioning research from multiple perspectives it is important to consider different typologies of international political brands particularly as we have witnessed huge changes across political landscapes from brexit the rise of president trump the surge in populism and the development of sustainable climate change movements given that there are many potential typologies and non traditional political brands this volume investigates different typologies and alternative political brands with the support of new and under developed theoretical lens from multiple perspectives and contexts these include canada iceland india indonesia and the united states of america this book provides areas of reflection and explicit calls for further research which in turn will advance insight into political brands and enhance our understanding of political marketing in action this is a must read guide for setting out the implications of theory and practice for multiple stakeholders including political marketers political scientists politicians political party organizers brand managers and scholars across a wide range of social science disciplines the chapters in this book were originally published as a special issue of the journal of political marketing

this book examines how cities suffering from poor government made a transition to brand politics to break a cycle of inertia

substantially revised throughout political marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field it provides an accessible but in depth guide to what political marketing is and how it is used in practice and encourages reflection on how it should be used in the future features and benefits of the second edition new chapters on political branding and delivery marketing expanded discussion of political public relations crisis management marketing in the lower levels of government and volunteer friendly organizations examination of the new research on emerging practices in the field such as interactive and responsive leadership communication mobile marketing co creation market research experimental and analytic marketing celebrity marketing and integrated marketing communications and extensive pedagogical features including 21 detailed case studies from around the world practitioner profiles best practice guides class discussion points an online resource site and both applied and traditional assessment questions written by a leading expert in the field this textbook is essential reading for all students of political marketing parties and elections and comparative politics this book is supported by an online resource site political marketing org which is annually updated with new academic literature audiovisual links and websites that provide further reading and links to clips for use in

teaching political marketing

the sage handbook of political marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world the practice of political marketing has evolved significantly during the 20th and 21st centuries adapting to the rise of mass media marketing communication advertising and the web traditionally dominated by us european and australasian scholars the field has up to now emphasized the americanisation and professionalisation of campaigning styles since the start of the new millennium however political marketing has transformed into a data driven specialized profession with increasing digitalisation and the advent of ai political marketing involves personally targeted evidence based messaging with real time engagement and sentiment analysis this approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide the handbook addresses the global perspectives on political marketing covering a myriad of contexts cultures and regimes it encompasses insights into political marketing in regions seldom discussed in the literature including zimbabwe japan india hong kong and ukraine these chapters enrich the debate on political marketing s impact on democracies and its use in non democratic societies organized into four parts the handbook covers strategy propaganda digital evolution ideology and contemporary practices in political marketing it explores topics such as the marketing of ideology the impact of the internet and social media the use of ai in political marketing and the role of fake news and disinformation in campaigns the handbook addresses the use of political marketing techniques in crisis management political branding the measurement of political marketing effects and political marketing use outside of electoral campaigns the sage handbook of political marketing is an essential resource for scholars practitioners students and politicians in general seeking to understand the complexities of political marketing it provides a comprehensive and nuanced exploration of the field equipping readers to engage with the theoretical and practical aspects of political marketing in a rapidly changing world part 1 strategy in political marketing orthodox and occidental perspectives part 2 political marketing propaganda and digital evolution global south and eastern european perspectives part 3 ideology in political marketing advocacy movements lobbying and public diplomacy part 4 contemporary political marketing cybercampaigning fake news and social media

political branding strategies tells the story of branding by the australian labor party across seven years and three brands kevin07 the real julia and that of the party employing a new framework to understand and evaluate branding the book offers lessons for practitioners researchers and citizens in democracies everywhere

this timely text from political marketing experts brings together a plethora of up and coming and established authors to explore the most pertinent questions in political marketing today ethics brand branding for political movements the role influencers play are all covered read this fascinating book to understand more paul baines professor of political marketing university of leicester uk this is a must read for anyone interested in understanding the connection between politics and branding bruce i newman professor of marketing depaul university usa if you want the best research and thinking on international political branding then buy this book the work is cutting edge up to date has quality thinking and has truly

global reach with cases from america asia and europe phil harris professor emeritus of marketing public affairs university of chester uk 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

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

branding as a phenomenon has effected many a change in the contemporary world there is hardly any aspect of modern society which is untouched by it the varied manifestations of branding have found resonance in most aspects of day to day life politics is one such arena which has come under the influence of branding in a democracy elections necessitate making informed choices with regard to the political parties and leaders in this regard the branding angle associated with a political outfit or leader can make a difference as to who gets our nod and who does not this paper makes an attempt towards exploring the impact of branding in politics and how politics and branding go together in collectively influencing the choices made by the electorate in selecting a particular party or leader over others

political marketing in the united states explores how politicians and parties utilize marketing concepts and tools providing an up to date and broad overview of how marketing permeates u s politics the volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in government the main themes and objectives of the book are to cover new and emerging trends in political marketing practice analysis of a broad range of political

marketing aspects empirical examples as well as useful theoretical frameworks discussion of state local level as well as presidential politics this is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing it is a must read for students and scholars of political parties political communication applied politics and elections

comprehensive and clearly organized this is the first integrated theory to practice text on marketing s role in the political process it incorporates insights and concepts drawn from the disciplines of marketing psychology and political science and covers every aspect of marketing s infiltration into politics including campaign strategy market segmentation and media strategy using examples and models drawn from countries around the globe the authors elucidate the importance of political marketing techniques for the stability of democratic institutions they also note the potential threats to democracy especially the use of marketing techniques to manipulate voters at the subconscious level they conclude with a set of normative do s and dont s for political marketing practice that strengthens civic education and democratic governance

diploma thesis from the year 2003 in the subject communications public relations advertising marketing social media grade 75 university of leeds trinity all saints college course media dissertation language english abstract for better or for worse we live in what has been called a brandscape a branded world today we are at a time in history when brands go beyond being business platforms to becoming symbols of our times an increasing proportion of our lives is mediated by brands like mcdonald s sony and budweiser which often reflect the changing values of our society brands are more than just advertising they are part of our culture think of andy warhol and campbell s soup and norman rockwell and coca cola think of the digital brandscape with google facebook and youtube brands knowing more about who we are what we look like who our friends are and what our dreams and wishes are than any other brand organisation or company ever knew before products people countries britain for example tried to become a brand with its cool britannia slogan and companies are all racing to turn themselves into brands to make their image more likeable and understandable furthermore brands dominate our working lives and corporate logos are now in every civic space from schools universities and playgrounds to hospitals and art galleries and this brandscape can be considered to be global walk down a street in any city in the world and there will be enough brands to make you feel at home at the same time brands and branding culture represents among other things an issue of culture and politics in some cases brands have rightly or wrongly become a political battleground most recently in 2007 demonstrating left wing youths in copenhagen smashed outlets of global food and entertainment chains over a conflict with the city government that sold their youth centre ungdomshuset to a christian sect which tore it down thus to discuss the role and future of international and global brands in society has become even more important the following text examines whether brands as we know them are dead and makes recommendations to brand owners over and beyond corporate social responsibility csr

professor bruce i newman correctly points out that in this information age a candidate and his staff can test a new issue or idea very quickly and if it looks salable arrange to have the candidate get it before the correct bloc of voters in a very short period of time newman is also correct in noting that

the political party as an institution is no longer as dominant in elections political junkies will love this material conservative review 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 bruce i newman addresses issues of serious concern to the health of the political process as he examines the roles of 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

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Introduction

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