



Current Issues in Political Marketing

Jennifer Lees-Marshment, Walter W Wymer Jr

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Explore the increased need for marketing within the political arena

Current Issues in Political Marketing presents up-to-date theory and research findings from academics working in political science, advertising, and management, and guidance from successful practitioners who know what it takes to make a nonprofit organization stand out in a crowd. The book presents the latest thinking on marketing issues and the consequences of political marketing, including insights into current British politics that can easily be applied to democratic countries. It will help you develop strategies that make effective use of limited resources as nonprofit organizations face greater competition for reduced government funding.

Current Issues in Political Marketing addresses the ethical and practical difficulties in implementing traditional business approaches into the political and public arena. Political parties, the media, universities, local governments, charities, and legislatures are all adopting tools of marketing intelligence to understand their market needs and demands. This unique book examines how to adapt marketing to politics, including which marketing tools and concepts can be successfully transferred, and looks at the advantages—and problems—that political marketing can bring.

Topics examined in Current Issues in Political Marketing include:

- political frames
- agenda setting
- voter attitude
- public-policy marketing
- change management
- relationship marketing
- voter disengagement
- party identification
- market orientation
- product anatomy
- branding
- segmentation
- and much more!

Current Issues in Political Marketing is a valuable resource for directors and managers of nonprofit and charitable organizations, and for academics working in nonprofit management and social work.

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