



Routledge Handbook of Political Marketing

By Jennifer Lees-Marshment

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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.

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- Understanding the market, gathering ideas, and debate
- Product development, branding and strategy
- Internal Marketing
- Communicating and connecting with the public
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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.

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Editorial Review

About the Author

Jennifer Lees-Marshment (University of Auckland, New Zealand) is an international expert in political marketing and author/editor of 10 books, including *Political Marketing: principles and applications* (2009) and *Global Political Marketing* (2010).

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