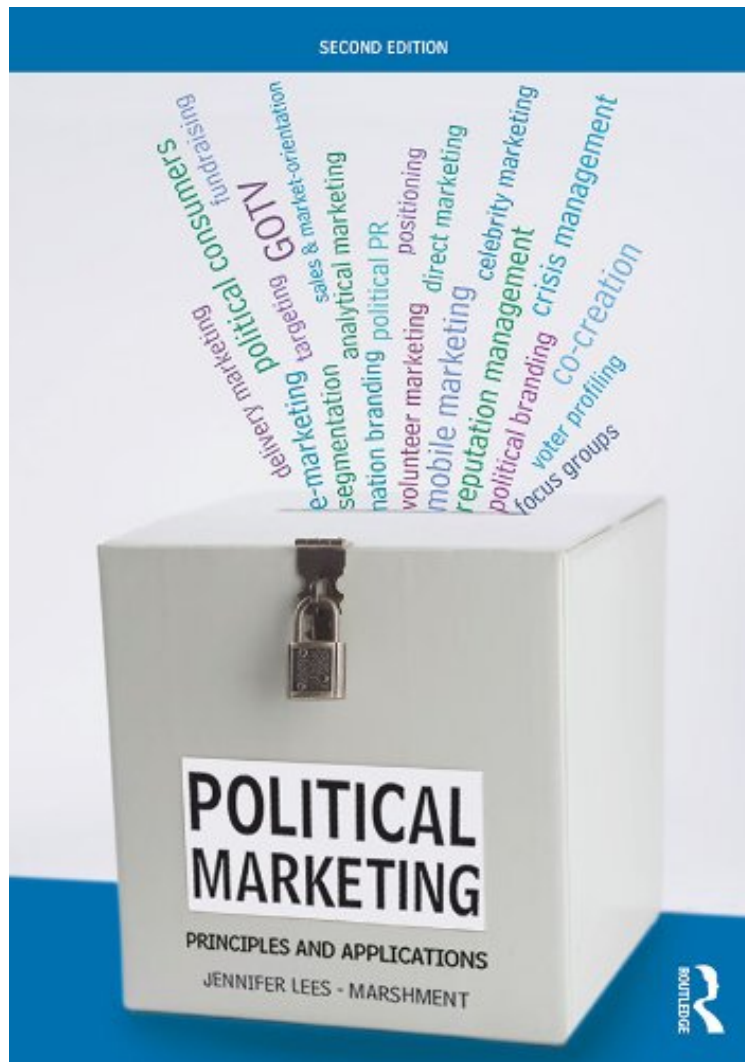


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Political Marketing: Principles and Applications

Jennifer Lees-Marshment

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Political Marketing: Principles and Applications is a comprehensive, one-stop guide to the discipline of political marketing. The case studies are fresh, covering recent campaigns across the globe, and the scholarship is impeccable. Travis N. Ridout, Thomas S. Foley Distinguished Professor of Government and Public Policy, Washington State University, USA. Lees-Marshment's Political Marketing is authoritative and accessible, combining rich analysis with case studies added by practitioners and academics. The book is an indispensable resource for anyone interested in contemporary political marketing research and application. Dr Darren G. Lilleker, Bournemouth University, UK. An indispensable textbook of political campaigning, based on the most recent international evidence about what does and doesn't work. Tom Flanagan, former national campaign manager, Conservative Party of Canada. Political marketing has become the field of study most relevant to those of us who cover politics and Jennifer Lees-Marshment's work is crucial to our understanding of how this world works -- not just in theory, but in practice. Susan Delacourt, Senior Political Writer, Toronto Star, and author of *Shopping For Votes: How Politicians Choose Us and We Choose Them*. Political marketing is a must have textbook. It synthesises politics and marketing theory and experience to explain simply and clearly the concept and practice of political marketing. As a consequence it will be a vital tool for students from political science, marketing and political marketing. This second edition expertly combines a breadth of understanding with the latest thinking in the field. Concepts are explained well, the case studies provide insight and the range of classroom activities provide clear direction for learning. Dr Nigel Jackson, Reader in Persuasion and Communication, Plymouth University, UK. About the Author Jennifer Lees-Marshment (Auckland University) is an international expert in political marketing. She is an author/editor of 11 books, including *Global Political Marketing* (Routledge, 2010), *The Political Marketing Game* (Palgrave Macmillan, 2011), *Political Marketing in Canada* (UBC, 2012) and *The Routledge Handbook of Political Marketing* (2012) and *Political Marketing in the US* (Routledge 2014). Her research interests include political marketing, consultation, leadership and governance.