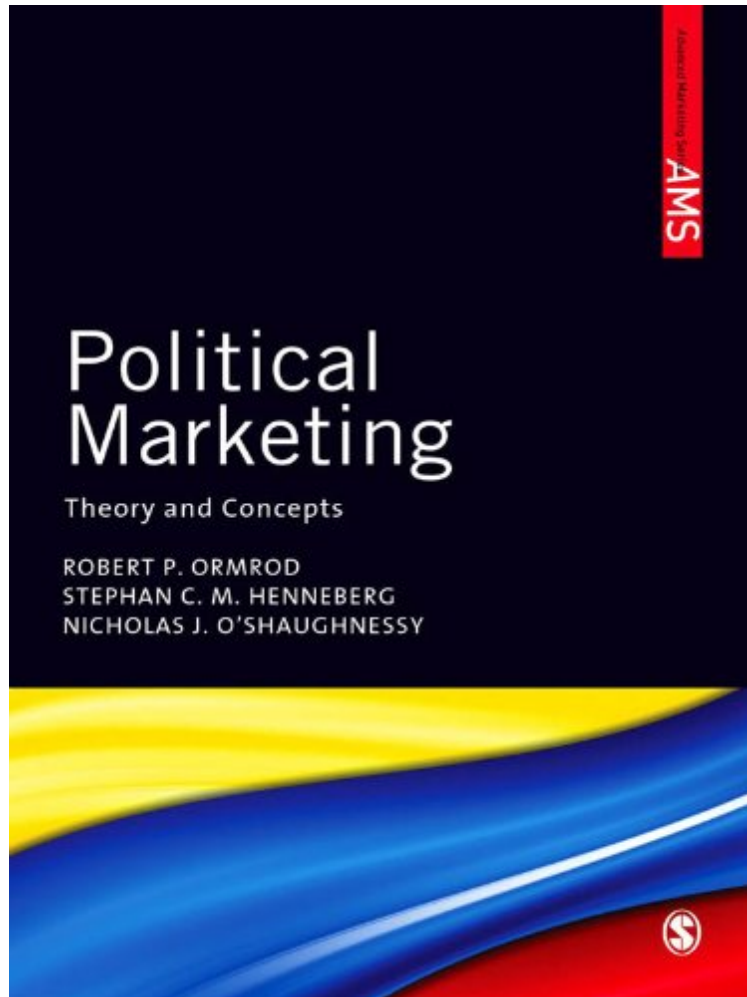


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Political Marketing: Theory and Concepts (SAGE Advanced Marketing Series)

Robert P. Ormrod, Stephan C M Henneberg, Nicholas O'Shaughnessy

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'Ormrod, Henneberg and O'Shaughnessy have produced an excellent introductory text on political marketing. I particularly liked its focus on critical, ethical and symbolic aspects of political marketing; areas which are relatively poorly considered elsewhere in the political marketing literature' - Dr. Paul Baines Professor of Political Marketing, Cranfield School of Management, UK

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About the Author Robert P. Ormrod is Associate Professor of Business Economics at Aarhus University, Denmark. He received a PhD from Aarhus University for his work on political market orientation. Robert's primary research focus is on political marketing and he publishes regularly on this subject in both marketing and political science Journals. Robert is a member of the editorial board of the Journal of Political Marketing.

Stephan C. Henneberg is Professor of Marketing and Strategy at the Manchester Business School, University of Manchester. He received his PhD from the Judge Business School, Cambridge. Stephan's research focuses on issues of inter-organisational strategy, business relationships and networks, and political marketing. He was the Academy of Marketing Special Interest Group Chair for Political Marketing and has organised three international conferences on the topic.

Nicholas Orsquo;Shaughnessy is Professor of Communication at Queen Mary, University of London. He holds degrees from London, Oxford, Columbia and Cambridge Universities. Nicholas's research focus is on political marketing and propaganda, and he is the author and co-author of numerous journal articles and a Senior Editor of the Journal of Political Marketing. Nicholas is the author of two classic texts in the field of political marketing, *The Phenomenon of Political Marketing and Propaganda* and *Politics: Weapons of Mass Seduction*. Nicholas is a Quondam Fellow of Hughes Hall, Cambridge University, and a Fellow of the Royal Society of Arts