

Branding In Politics

Branding in Politics Political Marketing Political Branding in Cities Political Branding The Sage Handbook of Political Marketing Political Branding Branding in Politics Political Marketing in Nigeria Political Branding in Turbulent times The Saturday Review of Politics, Literature, Science and Art The Saturday Review of Politics, Literature, Science, Art, and Finance The Saturday Review of Politics, Literature, Science and Art The death of the brand? Challenges facing international brands in the 21st century - an analysis with examples and recommendations Journal of Social Sciences A Hand-book of Politics for 1874 Political Science Politics and Politicians of Chicago, Cook County, and Illinois Politics and Politicians of Chicago Linguistics and Language Behavior Abstracts Political Marketing Lucie Scholz Jennifer Lees-Marshment Eleonora Pasotti Christopher Pich Paul Baines Amit Kumar Lucie Scholz Okonkwo Onuigbo Mona Moufahim Florian Mayer Edward McPherson Fremont O. Bennett Darren G. Lilleker Branding in Politics Political Marketing Political Branding in Cities Political Branding The Sage Handbook of Political Marketing Political Branding Branding in Politics Political Marketing in Nigeria Political Branding in Turbulent times The Saturday Review of Politics, Literature, Science and Art The Saturday Review of Politics, Literature, Science, Art, and Finance The Saturday Review of Politics, Literature, Science and Art The death of the brand? Challenges facing international brands in the 21st century - an analysis with examples and recommendations Journal of Social Sciences A Hand-book of Politics for 1874 Political Science Politics and Politicians of Chicago, Cook County, and Illinois Politics and Politicians of Chicago Linguistics and Language Behavior Abstracts Political Marketing *Lucie Scholz Jennifer Lees-Marshment Eleonora Pasotti Christopher Pich Paul Baines Amit Kumar Lucie Scholz Okonkwo Onuigbo Mona Moufahim Florian Mayer Edward McPherson Fremont O. Bennett Darren G. Lilleker*

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

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

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

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

a comprehensive resource that explores the global and contemporary practices of political marketing offering insights from diverse regions and addressing the latest trends and challenges

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

seminar paper from the year 2011 in the subject business economics marketing corporate communication crm market research social media 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 subse quent 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

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

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

political marketing is becoming a global phenomenon as parties try to copy the market oriented approach employed by tony blair this work considers the problems with the market oriented approach examining the difficulties faced by new labour in government

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