

The Miracle Of The Market The Political Economy Of Agrarian Development

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Marketing and British Political Parties Ibadan Market Women and Politics, 1900–1995 Political Propaganda, Advertising, and Public Relations: Emerging Research and Opportunities Routledge Handbook of Political Management Leadership and Politics The Public The Saturday Review of Politics, Literature, Science and Art Political Science Global Political Marketing The Commercial and Financial Chronicle The Funny Side of Politics Dictionary of Political Economy Markets and Majorities Economics and Politics ICSID Review States and Markets *Robert P. Ormrod Helene P. M. Johansen Assoa Ettien Peter Self Jennifer Lees-Marshment Mutiat Titilope Oladejo Kavo* *Ilul, Samet Dennis W. Johnson Bryan D. Jones Jennifer Lees-Marshment George S. Hilton Robert Harry Inglis Palgrave Steven M. Sheffrin Rowland Gibson Hazard Susan Strange*

electronic inspection copies are available for instructors political marketing theories and concepts provides students with a valuable and critical understanding of how political parties use marketing to attain their aims unlike other textbooks this text explicitly focuses on the theoretical underpinnings and cutting edge concepts used by political parties allowing students to gain key insights into how they win elections and remain in power with an engaging and thought provoking topic selection these field leading authors have ensured that this often complex and theoretically advanced topic is clearly accessible for a student audience and novice researchers key features of each chapter include short chapter introduction and learning summaries discussion questions to share in the classroom annotated suggestions for further reading lists of key terms to consider this text is essential reading for advanced undergraduate and postgraduate students on political marketing courses dr robert p ormrod university of aarhus denmark dr stephan c henneberg university of manchester professor nicholas j o shaughnessy queen mary university of london

this book offers a critical study of the way in which traditional market logic derived from mainstream economics and managerial

marketing is commonly applied to democratic politics within both political science and the rapidly expanding field of political marketing offering a re conceptualisation of the political spheres in terms of markets which addresses the theoretical inadequacies of prior research this book examines some of the most important practical implications that this alternative approach to party centred politics may have for the marketing efforts of contemporary membership parties

essay from the year 2009 in the subject politics international politics region africa grade a atlantic international university language english abstract this essay examines how political marketing was used by american political leaders to keep political power as long as possible we tried to apply the same rules to some african political leaders the example of president gbagbo who needs political marketing to save his power

an account of public choice theories and examines their influence upon government policies in english speaking countries issues covered include slimming the state privatizing welfare and restructuring government final chapters offer an alternative view of the basis of good government

demonstrates how british political parties have begun to use comprehensive political marketing in order to gain electoral success they conduct focus groups and opinion polls in an attempt to elicit what voters want from them and then try to adjust their behaviors accordingly

ibadan market women were active in political mobilization and they engaged in eclectic political actions during the decolonization process their leaders significantly swayed the electorate both in and beyond the market places this study examines the historical

development of the roles of ibadan market women in politics between 1900 and 1995 with a view to establishing their contributions by a thorough historical analysis ibadan divisional and provincial papers and newspapers of the nationalists era 1945 1960 nigerian tribune and southern nigerian defender from the national archives ibadan were consulted for information on the activities of ibadan market women secondary data were obtained from the women research and documentation centre and other resource centres simultaneously ibadan market women were involved in party politics of the national council for nigeria and cameroons ncnc action group ag and traditional power politics

public opinion is an important factor affecting the political decision making process in almost every community the ones in power no matter what type of political system is established want to be aware of the ideas and opinions of the rules regarding policies that they have implemented the factors that take part in the determination of public opinion must be explored further political propaganda advertising and public relations emerging research and opportunities is an essential reference source that discusses public opinion on policies as well as political communication activities featuring research on topics such as campaign management branding and political marketing this book is ideally designed for campaign managers social media managers government officials advertisers media consultants public relations specialists researchers politicians academicians and students seeking coverage on current technological trends and political communication

a comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life

in twelve essays influential scholars in political science explore the meaning of political leadership from the kaleidoscopic perspectives of the leaders institutions goals procedures problems and traditions involved the approaches as varied as the subject itself coalesce around the central question of how leaders interact with transform or are controlled by the organizations they lead

there is increasing awareness of growing similarities in political marketing practices around the world global political marketing is a comprehensive analysis of why how and with what affect parties use political marketing in a range of political systems presidential parliamentary two and multi party and established and emerging democracies written by a team of 25 international expert authors the volume explores the impact of systemic features such as the party and electoral system analysing how parties use marketing through 14 detailed country studies the book explores the notion that political marketing is used by parties to both sell and design political products is by no means confined to the opposition and that many opinions besides those of the voters are considered in product design including ideological anchors expert opinion and party members input the authors also explore how other factors impact on political marketing effectiveness such as the ability of governments to communicate delivery stay in touch the role of the media and party unity and culture finally the work discusses the democratic implications of market oriented parties highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century including a practitioner perspective as well as rigorous academic analysis this collection provides the first global comprehensive overview of how political parties market themselves it will be of great interest to all scholars of political marketing parties and elections and comparative politics

when markets work finding the right economic policy is easy government must merely ensure their smooth functioning but as

steven m sheffrin shows trouble starts when markets fail to work economic failure is too often compounded by political failure in the guise of clumsy partisan regulations applying his analysis to seven critical problems health care social security and medicare the environment the liability crisis international trade monetary and international financial policy and the deficit sheffrin pinpoints the market failures at the root of these problems and the heavy handed regulatory regimes that have exacerbated them and shows how innovative solutions sensitive to both market and political failures can solve them

an introduction to international political economy susan strange formerly university of warwick professor strange was well known for her unorthodox and stimulating views on the international political economy here she provides the student and scholar with a new model synthesising politics and economics by means of a four faceted structural analysis of the effects of any kind of political authority including states on markets and conversely of market forces on states this refreshingly new framework of analysis is an ideal introductory text

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