

# Branding In Politics

Branding in Politics Political Branding Branding in Politics Political Branding Strategies The ^A Branding of Right-Wing Activism Canada, Nation Branding and Domestic Politics Political Branding in Cities Elgar Encyclopedia of City and Place Branding The Sage Handbook of Political Marketing Political Brands Political Branding in Turbulent times Publicity and the Canadian State On Morals in Politics. A paper, etc Politics and Politicians of Chicago Branded Conservatives Politics and Politicians of Chicago, Cook County, and Illinois The Saturday Review of Politics, Literature, Science and Art A Handbook for Politics Journal of Social Sciences A Hand-book of Politics for ... Lucie Scholz Christopher Pich Lucie Scholz Lorann Downer Khadijah Costley White Richard Nimijean Eleonora Pasotti Eduardo Oliveira Paul Baines Ciara Torres-Spelliscy Mona Moufahim Kirsten Kozolanka Edward Richard RUSSELL (Baron Russell of Liverpool.) Kenneth M. Cosgrove Fremont O. Bennett Edward McPherson Edward McPherson

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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 phenomenon he is not only making politics cool he is 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

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

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political branding strategies tells the story of branding by the australian labor party across seven years and three brands kevin07 the real julia and that of the party employing a new framework to understand and evaluate branding the book offers lessons for practitioners researchers and citizens in democracies everywhere

from the start of barack obama s presidency in 2009 conservative populist groups began fomenting political fractiousness dissent and surprising electoral success the tea party was one of the major characters driving this story changing the tone tenor and shape of the political landscape one that this book sees as a product of media branding beyond the creation of the tea party this project also investigates what the mass mediated construction of the tea party tells us about the current media and cultural moment specifically the role of journalism in a 2 0 age and contemporary american notions of democracy citizenship and belonging

after his liberal party s surprise victory in the 2015 federal canadian election justin trudeau declared that canada was back on the world stage this comprehensive volume highlights issues in the relationship between articulated visions of canada as a global actor nation branding and domestic politics noting the dangers of the politicization of the branding of canada it also provides the political context for thinking about brand canada in the trudeau era the authors explore the trudeau government s embrace of political branding and how it plays out in key areas central to the brand including canada s relations with indigenous peoples social media and digital diplomacy and the importance of the arctic region for canada s brand even though it is often ignored by politicians and policymakers the book asks whether the trudeau government has lived up to its claim that canada is back and highlights the challenges that emerge when governments provide optimistic visions for meaningful transformation but then do not end up leading meaningful change this book will be of great interest to students and scholars of political science particularly those with a focus on canada it was originally published as a special issue of canadian foreign policy journal

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

this encyclopedia presents a comprehensive overview of the dynamic field of city and place branding authored by nearly 150 experts from across the globe it covers a wide variety of disciplines methodologies and perspectives highlighting cutting edge developments and exploring avenues for future research

the sage handbook of political marketing is a comprehensive resource that introduces the theory and practice of political marketing in a global yet simultaneously localized world the practice of political marketing has evolved significantly during the 20th and 21st centuries adapting to the rise of mass media marketing communication advertising and the web traditionally dominated by us european and australasian scholars the field has up to now emphasized the americanisation and professionalisation of campaigning styles since the start of the new millennium however political marketing has transformed into a data driven specialized profession with increasing digitalisation and the advent of ai political marketing involves personally targeted evidence based messaging with real time engagement and sentiment analysis this approach is not limited to democratic regimes but is also widely adopted by authoritarian states worldwide the handbook addresses the global perspectives on political marketing covering a myriad of contexts cultures and regimes it encompasses insights into political marketing in regions seldom discussed in the literature including zimbabwe japan india hong kong and ukraine these chapters enrich the debate on political marketing s impact on democracies and its use in non democratic societies organized into four parts the handbook covers strategy propaganda digital evolution ideology and contemporary practices in political marketing it explores topics such as the marketing of ideology the impact of the internet and social media the use of ai in political marketing and the role of fake news and disinformation in campaigns the handbook addresses the use of political marketing techniques in crisis management political branding the measurement of political marketing effects and political marketing use outside of electoral campaigns the sage handbook of political marketing is an essential resource for scholars practitioners students and politicians in general seeking to understand the complexities of political marketing it provides a comprehensive and nuanced exploration of the field equipping readers to engage with the theoretical and practical aspects of political marketing in a rapidly changing world part 1 strategy in political marketing orthodox and occidental perspectives part 2 political marketing propaganda and digital evolution global south and eastern european perspectives part 3 ideology in political marketing advocacy movements lobbying and public diplomacy part 4 contemporary political marketing cybercampaigning fake news and social media

from i like ike to trump s maga hats branding and politics have gone hand in hand selling ideas ideals and candidates political brands explores the legal framework for the use of commercial branding and advertising techniques in presidential political campaigns as well as the impact of politics on commercial brands this thought provoking book examines how branding is used by citizens to change public policy from civil rights activists in the 1960s to survivors of the 2018 parkland massacre

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

publicity pervades our political and public culture but little has been written that critically examines the basis of the modern canadian publicity state this collection is the first to focus on the central themes in the state s relationship with publicity practices and the permanent campaign the constant search by politicians and their strategists for popular consent central to this political popularity contest are publicity tools borrowed from private enterprise turning political parties into sound bites and party members into consumers publicity and the canadian state is the first sustained study of the contemporary practices of political communication focusing holistically on the tools of the publicity state and their ideological underpinnings advertising public opinion research marketing branding image consulting and media and information management as well as related topics such as election law and finance privacy think tank lobbying and non election communication campaigns bringing together contemporary canadian analysis by scholars in a number of fields this collection will be a welcome new resource for academics public relations and policy professionals and government communicators at all levels

this book argues that conservatism has made good use of branding in its move from the fringes to the center of american political life conservatives have built a unique brand around their candidates their movement and their issues that has facilitated their ability to win elections and implement public policies branding has been one

of the major tools through which conservatives have built an enduring movement over the last several decades and a tool through which their movement has become very resilient this book is ideal for use in classes on american politics campaigns and elections media and politics political marketing and consumer marketing

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