



Routledge Handbook of Political Marketing

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With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time, the future of political marketing is fiercely contested, provoking a wealth of high quality scholarship from across the globe. This work provides an accessible introduction to the field, international in both content and authorship, which will set the direction of future research.

Routledge Handbook of Political Marketing contains cutting edge contributions written by academic experts and informed practitioners but will also have a cohesive structure, containing emerging areas and authors alongside established ones. The *handbook* addresses the practicalities as well as the broader impact of political marketing on politics including its' role in the changing relationship between political leaders, parties and voters. With each chapter providing a comparative and carefully structured discussion of a key topic, the *handbook* examines issues within the following broad themes:

- Understanding the market, gathering ideas, and debate
- Product development, branding and strategy
- Internal Marketing
- Communicating and connecting with the public
- Government Marketing - delivery, policy and leadership

With each chapter written to a common template presenting new research and contemporary case studies, the *handbook* combines a succinct presentation of the latest research with an accessible and systematic format that will be of great interest to scholars and practitioners alike.

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