
Download File PDF Political Marketing Strategic Campaign Culture Routledge Research In Political Communication

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USDBMQ - STEVENS MAHONEY

CSA Sociological Abstracts abstracts and indexes the international literature in sociology and related disciplines in the social and behavioral sciences. The database provides abstracts of journal articles and citations to book reviews drawn from over 1,800+ serials publications, and also provides abstracts of books, book chapters, dissertations, and conference papers. How did Republicans manage to hold the White House through much of the past half

century even as the Democratic Party held the hearts of most American voters? The authors of this groundbreaking study argue that they did so by doing what Democrats have also excelled at: triggering psychological mechanisms that deepen cultural divisions in the other party's coalition, thereby leading many of its voters either to choose the opposing ticket or to stay home. The Politics of Cultural Differences is the first book to develop and carefully test a general theory of cultural politics in the United States, one that

offers a compelling new perspective on America's changing political order and political conflict in the post-New Deal period (1960-1996). David Legee, Kenneth Wald, Brian Krueger, and Paul Mueller move beyond existing scholarship by formulating a theory of campaign strategies that emphasizes cultural conflict regarding patriotism, race, gender, and religion. Drawing on National Election Studies data, they find that Republican politicians deployed powerful symbols (e.g., "tax and spend liberals") to channel targeted voters toward the minori-

ty party. And as partisanship approached parity in the 1990s, Democratic leaders proved as adept at deploying their own symbols, such as "a woman's right to choose," to disassemble the Republican coalition. A blend of sophisticated theory and advanced empirical tools, this book lays bare the cultural dimensions of American political life.

"Dr Lukasz Wroblewski's book *Culture Management: Strategy and Marketing Aspects* clearly recognises that the pressures on the cultural sector in the 21st Century are greater than ever before. Based on robust academic research within a practical industry context, this book addresses all the key issues related to marketing strategy and planning for the cultural industries. It will be an invaluable tool for managers, policy-makers and all those working in the creative and cultural world, and will help them to develop sound strategies for the future." Dr Kim Lehman Tasmanian School of Business and Economics, University of Tasmania "Dr Wroblewski's book explains clearly what has changed to make the use of business models necessary, even in organizations which might have resisted in the past. Globalization has resulted in a

population which understands and appreciates art and culture created in other countries. While it might be agreed that this is beneficial for society, it means that cultural arbitrators within a country no longer have the authority to dictate what is accepted as culture. Managers now understand that to gain the support of the public they must explain the benefits of consuming their cultural product." Dr Bonita M. Kolb Professor Emeritus of Lycoming College in Pennsylvania "A thoughtful and penetrating analysis of culture management addressing marketing strategies and cultural institutions. An important 'must read' book for those involved in this exciting sector." Prof Adrian Payne University of UNSW Business School, University of New South Wales

As a consequence of the rapid diffusion of online media, the conditions for political communication, and research concerning it have radically changed. Is empirical communication research capable of consistently describing and explaining the changes in political communication in the online world both from a theoretical and methodological perspective? In this book, Gerhard Vowe, Philipp Henn, and a group of leading

international experts in the field of communication studies guide the reader through the complexities of political communication, and evaluate whether and to what extent existing theoretical approaches and research designs are relevant to the online world. In the first part of the book, nine chapters offer researchers the opportunity to test the basic assumptions of prominent theories in the field, to specify them in terms of the conditions of political communication in the online world and to modify them in view of the systematically gained experiences. The second methodological section tests the variations of content analysis, surveys, expert interviews and network analyses in an online environment and documents how successful these methods of empirical analysis have proven to be in political communication. Written accessibly and contributing to key debates on political communication, this bookshelf essential presents an indispensable account of the necessary tools needed to allow researchers decide which approach and method is better suited to answer their online problem.

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, www.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 collection recalibrates the study of political psychology through detailed and much needed analysis of the discipline's most important and hotly contested issues. It advances our understanding of the psychological mechanisms that drive political phenomena while showcasing a range of approaches in the study of these phenomena.

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 develop-

ment 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.

In *Discursive Disruption, Populist Communication and Democracy*, Elena Block explores the links between declining democratic discourses, populist communication, and reflects on the communicative and mo-

ral dimensions of populism. Block proposes the concept of discursive disruption to help to identify, analyze and understand the disruptive power of populist speech, turning to the communicative styles of Venezuela's late President Hugo Chávez and the US's President Donald J. Trump to illustrate and support this new conceptual and analytical tool. While the mainstream political class and media traditionally sought to manage the processes of political communication, the book contends that they have now been displaced and their role has been undermined. Middle ground politics and journalism have been substituted by the adversarial rhetorical styles of populists, multiplied through multi-fragmented channels, texts and voices. With this book, Block continues her introspection in the conceptual, communicative and mediatic dimensions of populism by adding a perspective that draws on democratic and discursive theories. *Discursive Disruption, Populist Communication and Democracy* is ideally designed for scholars and professional communicators in political science and communication studies eager to understand the connection between weakening discourses of modern democra-

cy and the pervasiveness of confrontational styles of populist communication in contemporary political exchanges.

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

It is widely assumed that a competitive political environment of public distrust and critical media forces political parties to manage communications and reputations strategically, but is this really true? Comprehensive control of communications in a fast-moving political and media setting is often upset by events outside the communicator's control, taking over the news agenda and changing the political narrative. Based on interviews with leading communicators and journalists, this book explores the tensions between a planned, strategic communications approach and a reactive, tactical one. The interviewees, who over the past 15 years have been instrumental in presenting and shaping the public persona of party leaders and Prime Ministers, include, amongst others, William Hague, Ian Duncan-Smith, Michael Howard, David Cameron, Tony Blair and Gordon Brown. It draws a unique picture of how political reputations are managed and, ultimately, confirms the discrepancy between what political communications

management is thought to be, and how communications practitioners actually operate. This book empirically reviews political communications practice in order to analyse to what degree reality matches the concepts of strategic communications management. This will be essential reading for researchers, educators and advanced students in public relations, communications studies and marketing.

For many years now we have witnessed the developing use of the internet and associated technologies by political actors and organisations. Claims and counter claims have been made as its suitability as a tool to help in the struggle to re-invigorate political participation in democracies across the globe has been contested. This book charts the shifting sands of political activity in the digital age. It interrogates the hybrid nature of modern politics as online and offline actions blur the boundaries of traditional politics between 'real-life' co-presence and the booming virtual domain of politics. By so doing, it critically reflects on the latest scholarship on the subject while concurrently advancing stimulating new insights into it. Encapsulating both the range and the diverse velocities of

change in different political arenas and geographical locations, this volume seeks to map out a path if not towards the politics of tomorrow then towards a better comprehension of the politics of today. Featuring a range of international and comparative case studies presenting research on the UK, US, Italy, France, Spain, Romania, Africa and China, this book will be of interest to students and scholars of Politics and Media, Political Communication, New Media studies, Public Administration, Sociology, Communication Studies, Computing and Information and Communications Technologies.

A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting a broader 'campaign culture', political marketing models may be

seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge - sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and 'campaign culture.' Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

The Internet and digital technologies have changed the world we live in and the ways we engage with one another and work and play. This is the starting point for this collection which takes analysis of the digital world to the next level exploring the frontiers of digital and creative transformations and mapping their future directions. It brings together a distinctive collection of leading academics, social innovators, activists, policy specialists and digital and

creative practitioners to discuss and address the challenges and opportunities in the contemporary digital and creative economy. Contributions explain the workings of the digital world through three main themes: connectivity, creativity and rights. They combine theoretical and conceptual discussions with real world examples of new technologies and technological and creative processes and their impacts. Discussions range across political, economic and cultural areas and assess national contexts including the UK and China. Areas covered include digital identity and empowerment, the Internet and the 'Fifth Estate', social media and the Arab Spring, digital storytelling, transmedia and audience, economic and social innovation, digital inclusion, community and online curation, cyberqueer activism. The volume developed out of a UK Economic and Social Research Council funded research seminar series.

This new edition of The SAGE Handbook of International Corporate and Public Affairs builds on the success of the first edition (2005) by comprehensively updating and enhancing the material and structure, setting a new standard for the practitioner and

student of the global public affairs discipline. The new edition includes increased international coverage of the field, and a strong focus on emerging trends, as well as providing a comprehensive overview of the foundations and key aspects of the discipline. The Handbook is organised into six thematic sections, including a generously-sized section devoted to case studies of public affairs in action: Foundations of PA PA and its relationship to other Key Disciplines Emerging Trends in PA The Regional Development and Application of PA Case Studies of PA in Action Tactical Approaches to Executing PA. Containing contributions from leading experts in the field today, this Handbook is designed to serve the needs of scholars, researchers, students and professionals alike.

This is the first integrated theory-to-practice text on marketing's role in the political process. It

Sponsored by the Communication, Information Technologies, and Media Sociology section of the American Sociological Association (CITAMS), this volume celebrates the section's thirtieth anniversary. It looks at the history of the section, reviews some of its most important themes, and sets the

agenda for future discussion.

One of the biggest young talents in Democratic politics takes on a subject she knows from the inside: why the new generation of black voters is leaving the Democratic Party

The Leadership Campaign is a playbook for winning in the reality of today's competitive global business environment. Each of the 10 steps it offers was learned on the most intensely competitive global battlefields. Thirty years ago, the authors were top-tier political consultants who could boast of a dozen presidential wins around the world. Candidates hired the authors' company to apply to their political campaigns what the authors knew about business communication and marketing strategy. Then, in 1984, Steve Jobs asked them to build the "Campaign Model" for Apple, putting Jobs upfront as his company's perennial candidate. This time, Jobs essentially asked the authors to apply what they knew about political campaigning to business. Continuously improved, the model has kept on working for their clients ever since, from Apple, Coca-Cola, and Citigroup to Verizon, Visa, and the

Walt Disney Company. The Leadership Campaign will help you put these winning strategies to work for your company and your career. You will learn: Success-building communications skills used to train political leaders and CEOs around the world. Proven strategies to take control of the competitive dialogue and never let go. How to go for the win, the whole win, and nothing but the win for you and your company.

How do we prevent the next pandemic? Will governments successfully tackle climate change? Will they find ways to close the gap between the haves and have-nots and to eliminate poverty? Which solution – democratic or authoritarian – will determine the global governance of a flawed nation-state system? This unique contribution to global studies advances a multidisciplinary theory that the governments of all human societies are the tenuous outcome of the competing solutions to the Imperatives of Order, Welfare, and Legitimacy (OWL). The OWL paradigm provides a common framework to evaluate the contrasting responses of the liberal democratic, Chinese, and Russian solutions to global governance. Underscored is the volume's

contention that global governance is the overriding issue confronting nation-states and the diverse and divided peoples of what is now a global society for the first time in the evolution of the species. The volume addresses a wide spectrum of audiences, united in their shared resolve that the democracies prevail in a projected century-long struggle between democratic and authoritarian regimes to determine global governance. Scholars, teachers, students, elected officials, policy analysts, media professionals, and engaged citizens who make self-government work will profit from this visionary and provocative study. The most fascinating and profitable subject of predictive algorithms is the human actor. Analysing big data through learning algorithms to predict and pre-empt individual decisions gives a powerful tool to corporations, political parties and the state. Algorithmic analysis of digital footprints, as an omnipresent form of surveillance, has already been used in diverse contexts: behavioural advertising, personalised pricing, political micro-targeting, precision medicine, and predictive policing and prison sentencing. This volume brings together experts to offer philosophical, socio-

logical, and legal perspectives on these personalised data practices. It explores common themes such as choice, personal autonomy, equality, privacy, and corporate and governmental efficiency against the normative frameworks of the market, democracy and the rule of law. By offering these insights, this collection on data-driven personalisation seeks to stimulate an interdisciplinary debate on one of the most pervasive, transformative, and insidious socio-technical developments of our time.

This Research Agenda documents and establishes the thinking of leading scholars in the field of political marketing and related sub-fields, also encompassing additional social science disciplines that intersect at the crossroads of political marketing.

Market innovation has long been dominated by the worldview of engineers and economists--build a better mousetrap and the world will take notice. The most influential strategy books--such as *Competing for the Future*, *The Innovator's Dilemma*, and *Blue Ocean Strategy*--argue that innovation should focus on breakthrough functionality. Holt and Cameron challenge this con-

ventional wisdom. They develop a cultural approach to innovation: champion a better ideology and the world will take notice. The authors use detailed historical analyses of the take-offs of Nike, vitaminwater, Marlboro, Starbucks, Jack Daniel's, Levi's, ESPN, and Ben & Jerry's to build a powerful new theory. They show how brands in mature categories come to rely upon similar conventional brand expressions, leading to what the authors call a cultural orthodoxy. Historical changes in society threaten this orthodoxy by creating demand for new culture. Cultural innovations draw upon source material--novel cultural content lurking in subcultures, social movements, and the media--to develop brands that respond to this emerging demand, leapfrogging entrenched incumbents. The authors demonstrate how they have adapted this theory into a step-by-step cultural strategy model, which they successfully applied to start-ups (Fat Tire beer), consumer technologies (Clearblue pregnancy tests), under-funded challengers (Fuse music television), and social enterprises (Freelancer's Union). Holt and Cameron conclude by explaining why top marketing companies fail at cultural innovation. Using careful organi-

zational research, the authors demonstrate that companies are trapped in the brand bureaucracy, which systematically derails innovation. Cultural innovation requires a new organizational logic. In all of their cases, the authors find that the cultural innovators have rejected the brand bureaucracy. Written by one of the leading authorities on brands and marketing in the world today, Cultural Strategy transforms what has always been treated as the "intuitive" side of branding into a systematic strategic discipline.

The book discusses, employing the findings from empirical research, the role of political marketing within the UK General Election of 2005.

This Handbook brings together in one volume the work of the world's foremost political consultants, marketing experts, and political scientists. Scholars and political professionals from nine different countries have contributed original chapters that provide a state-of-the-art review of the role of marketing "good and bad" in political campaigns. The Handbook's 40 chapters are organized in six sections that provide an exhaustive review of political marketing. Each section includes a rich blend of aca-

demic and practitioner authors, often collaborating on chapters, resulting in a rich blend of theory and practice. The Handbook of Political Marketing is the essential field manual for academics, politicians, campaign specialists, and anyone interested in the role of marketing in politics.

Political parties worldwide are using marketing tools such as targeting and segmentation to win elections. Are these strategies making politicians and governments more responsive to voters' needs, or do they pose a threat to democracy? Through case studies that range from the resurrection of the Conservative Party to Tim Hortons as a political brand, this volume shows that the consequences of political marketing in Canada have been profound. Citizens are now viewed as consumers, and platforms and promises have been re-packaged as products. Whether this trend is positive or negative depends on how politicians and governments carry out political marketing ♦ and its promises ♦ in practice.

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.

The impact of the Internet on political communication has been significant and multifaceted: it expanded the reach of political messages; opened the floodgates of decontextualization and intercultural misunderstanding; made room for new genres and forms; and allowed for the incorporation of every previously existing communication mode into complex multilayered documents. Political Communication Online places these developments in their social and media context, covers various disciplinary backgrounds and how they can contribute to a common understanding of the evolving online media landscape, and proposes a novel methodological tool for the analysis of political communication online. Seizov offers an approach that places context at the core of the theoretical and methodological discussion by discussing the traits of online communication that make it a unique communication environment. The book then brings together different disciplines which have important contri-

butions for the study of political communication online but have not been integrated for this purpose so far, such as visual communication, multimodal research, and cognitive psychology. Seizov introduces the book's main theoretical and methodological contribution to multimodal document analysis, the annotation scheme "Imagery and Communication in Online Narratives" (ICON), and explores how the ICON approach works in practice. Taking four distinct genres of online political communication - news, election campaigns, NGOs, and social movements - the book presents the analyses of convenience samples from each of them in detail. This text features a comprehensive theoretical discussion of vital current developments in online political communication, places these developments in context, and couples that with a practical demonstration of the novel methodology it proposes.

This book offers an interdisciplinary view of American culture in the late nineteenth and early twentieth centuries. Using the conventions of historical study, Stanley Corkin draws out the ways in which the works of writers and filmmakers from 1885 to 1925 shaped and were shaped by the

business, politics, and social life of the period. Corkin traces the entrance of the United States into the modern age by considering the historical dimension of cinema and literary aesthetics: first of realism, then naturalism, and finally modernism. He begins with the work of writer William Dean Howells and the advent of American cinema under the stewardship of Thomas Edison, arguing that realism was complexly involved in Progressive political and economic reform. Next, analyses of Theodore Dreiser's novel *Sister Carrie* and the films of the Edison Company's star director, Edwin S. Porter, detail the relationships of naturalism to the increasingly abstract presentation of the material commodity through mass marketing. The study culminates with an examination of the parallels between Ernest Hemingway's *In Our Time* and the D. W. Griffith film *The Birth of a Nation*. These two modernist works, Corkin contends, illustrate strategies of expression that attempt to move the material commodity away from its economic base and into a pristine, apolitical realm. These literary and cinematic works both reflect and participate in the economic, political, and social reorganization of American life

from the top down. The result, Corkin concludes, is a world in which a conception of a human being is asserted as differing little from that of a machine, a tree, or an animal.

Strom (modern and contemporary art and theory, Grand Valley State U.) identifies and describes two validation strategies used by the Surrealists in Paris during and after World War I: the appropriation of historical figures, and the self-conscious construction of a Surrealist group identity based on the principles of solidarity and faith in a common cause. She considers the historical context of the movement's rise, and its views of history and trans-historicity. Annotation copyrighted by Book News, Inc., Portland, OR

What does 'anticapitalism' really mean for the politics and culture of the twenty-first century? This work argues that there is a strong relationship between the radical tradition of cultural studies and the political movements, which try to resist corporate globalization.

This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions

from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role of cognition and multisensory perception in consumers' judgements The social self, identity and well-being, including their relation to advertising Social and cultural influences on consumption, including politics and religion Decision making, attitudes and behaviorally based research Sustainable consumption and the role of branding The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and market-

ing, as well as professionals interested in a deeper understanding of the field.

The Oxford Handbook of British Politics provides the most sophisticated and up-to-date analysis of British politics to date. Essential for all those working in the area.

We commonly think of society as made of and by humans, but with the proliferation of machine learning and AI technologies, this is clearly no longer the case. Billions of automated systems tacitly contribute to the social construction of reality by drawing algorithmic distinctions between the visible and the invisible, the relevant and the irrelevant, the likely and the unlikely – on and beyond platforms. Drawing on the work of Pierre Bourdieu, this book develops an original sociology of algorithms as social agents, actively participating in social life. Through a wide range of examples, Massimo Airoidi shows how society shapes algorithmic code, and how this culture in the code guides the practical behaviour of the code in the culture, shaping society in turn. The 'machine habitus' is the generative mechanism at work throughout myriads of feedback loops linking humans with artificial social agents, in

the context of digital infrastructures and pre-digital social structures. Machine Habitus will be of great interest to students and scholars in sociology, media and cultural studies, science and technology studies and information technology, and to anyone interested in the growing role of algorithms and AI in our social and cultural life. A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting a broader 'campaign culture', political marketing models may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge - sharing activity. This book consists of 18 chapters which deal with aspects of political marketing

and 'campaign culture.' Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

With his insightful and wide-ranging theory of recognition, Axel Honneth has decisively reshaped the Frankfurt School tradition of critical social theory. Combining insights from philosophy, sociology, psychology, history, political economy, and cultural critique, Honneth's work proposes nothing less than an account of the moral infrastructure of human sociality and its relation to the perils and promise of contemporary social life. This book provides an accessible overview of Honneth's main contributions across a variety of fields, assessing the strengths and weaknesses of his thought. Christopher Zurn clearly explains Honneth's multi-faceted theory of recognition and its relation to diverse topics: individual identity, morality, activist movements, progress, social pathologies, capitalism,

justice, freedom, and critique. In so doing, he places Honneth's theory in a broad intellectual context, encompassing classic social theorists such as Kant, Hegel, Marx, Freud, Dewey, Adorno and Habermas, as well as contemporary trends in social theory and political philosophy. Treating the full range of Honneth's corpus, including his major new work on social freedom and democratic ethical life, this book is the most up-to-date guide available. Axel Honneth will be invaluable to students and scholars working across the humanities and social sciences, as well as anyone seeking a clear guide to the work of one of the most influential theorists writing today.

Political Marketing in the United States explores how politicians and parties utilize marketing concepts and tools, providing an up-to-date and broad overview of how marketing permeates U.S. politics. The volume focuses on current and recent elections and leaders, and covers a range of topics, including market research, marketing parties and volunteers, strategy and branding, communications, delivery, and marketing in government. The main themes and objectives of the book are to cover: New and emerging trends in politi-

cal marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state/local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing. It is a must-read for students and scholars of political parties, political communication, applied politics, and elections.

Violent Affections uncovers techniques of power that work to translate emotions into violence against queer people. Based on analysis of over 300 criminal cases of anti-queer violence in Russia before and after the introduction of 'gay propaganda' law, the book shows how violent acts are framed in emotional language by perpetrators during their criminal trials. It then utilises an original methodology of studying 'legal memes' and argues that these individual affective states are directly connected to the political violence aimed at queer lives more generally. The main aim of *Violent Affections* is to explore the social mechanisms and techniques that impact anti-queer violence evidenced in the

reviewed cases. Alexander Sasha Kondakov expands upon two sets of interdisciplinary literature – queer theory and affect theory – in order to conceptualise what is referred to as neo-disciplinary power. Taking the empirical observations from Russia as a starting point, he develops an original explanation of how contemporary power relations are changing from those of late modernity as envisioned by Foucault's Panopticon to neo-disciplinary power relations of a much more fragmented, fluid and unstructured kind – the Memeticon. The book traces how exactly affections circulate from body to body as a kind of virus and eventually invade the body that responds with violence. In this analytic effort, it draws on the arguments from memetics – the theory of how pieces of information pass on from one body to another as they thrive to survive by continuing to resonate. This work makes the argument truly interdisciplinary.

This volume shifts the focus of research on elections from the national level to state and regional races, examining the strategies and variables unique to the smaller political campaigns. Whillock describes how severe budgetary constraints, inexpe-

rienced campaign staffs, and little available voter research change the face of political elections on the state and local levels. Each chapter presents a mixture of

theory and practice, providing a link between current scholarship and real campaign strategies. "One of the best efforts

seeking to bridge the gulf between those who study political communication and those who study political campaigns and elections." Choice