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Handbook of Political Marketing Bruce I Newman

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 academic 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.

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