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A Cross-Cultural Theory of Voter Behavior

Wojciech Cwalina, Andrzej Falkowski, Bruce I. Newman

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The rapid development of democracy and political freedoms has created new and sophisticated psychology-based methods of influencing the way voters choose, as well as political systems based on free market principles. *A Cross-Cultural Theory of Voter Behavior* uses advanced empirical testing to determine whether the behavior of voters in established and emerging democracies around the world is predictable. The results of the testing suggest the theory is a ground-breaking cross-cultural model with theoretical and strategic global implications. This unique book examines the many facets of political marketing and its direct relationship with the voter. A comprehensive theory meticulously tested in the dynamic political waters of the U.S. and Europe, this text bridges the latest theoretical developments in the emerging and advanced democracies.

A Cross-Cultural Theory of Voter Behavior offers an innovative and seldom seen international perspective that integrates up-to-date literature in political science with advanced political marketing to provide readers with useable, unified information. In addition, the text is replete with detailed references and illustrated with a wealth of informative tables and graphics to made pertinent data accessible and easily understood. Some of the topics discussed in *A Cross-Cultural Theory of Voter Behavior* include politics in an age of manufactured images, partisanship and party identification, candidate-centered politics, political cognition, social categorization of politicians, the role of advertising and emotion, among others.

An ideal text for students, academics, and researchers, the information presented in *A Cross-Cultural Theory of Voter Behavior* is also a vital resource for political practitioners such as consultants, candidates, lobbyists, political action committees, fund-raisers, pollsters, government officials, ad specialists, journalists, public relations executives, and congressional aides.

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