



Political Marketing in the United States

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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 political 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.



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