

Contents

<i>List of figures</i>	xii
<i>List of tables</i>	xiii
<i>List of contributors</i>	xv
1 Introduction: political marketing in the 21st century <i>Jennifer Lees-Marshment</i>	1
PART I	
Understanding the market, gathering ideas and debate	5
2 The role of opinion research in setting campaign strategy <i>Alexander Braun</i>	7
3 Political marketing and segmentation in aging democracies <i>Scott Davidson and Robert H. Binstock</i>	20
4 Strategic voter selection <i>Michael John Burton</i>	34
5 Government public opinion research and consultation: experiences in deliberative marketing <i>Mathias König and Wolfgang König</i>	48
6 Co-creating the future <i>Roy Langmaid</i>	61
PART II	
Product development, branding and strategy	77
7 Political party market orientation in a global perspective <i>Jesper Strömbäck, Jennifer Lees-Marshment and Chris Rudd</i>	79

Contents

- 8 Niche marketing the Greens in Canada and Scotland 93
Susan Harada and Helen M. Morris
- 9 Political branding in the modern age: effective strategies, tools
and techniques 107
Kenneth M. Cosgrove
- 10 The politics of hope: the Democratic Party and the institutionalisation
of the Obama brand in the 2010 mid-term elections 124
Brian M. Conley

PART III

Internal marketing 135

- 11 Internal party political relationship marketing: encouraging activism
amongst local party members 137
Robin T. Pettitt
- 12 Party members as part-time marketers: using relationship marketing
to demonstrate the importance of rank-and-file party members in
election campaigns 151
Peter Van Aelst, Joop van Holsteyn and Ruud Koole
- 13 Yes we can (fundraise): the ethics of marketing in political
fundraising 164
Alex Marland
- 14 Political parties and direct marketing: connecting voters and candidates
more effectively 177
Peter N. Ubertaccio
- 15 The party official as political marketer: the Australian
experience 190
Stephen Mills

PART IV

Communicating and connecting with the public 203

- 16 Campaigning in the 21st century: change and continuity in American
political marketing 205
Dennis W. Johnson

17	Selling Sarah Palin: political marketing and the 'Walmart Mom'	218
	<i>Robert Busby</i>	
18	Populism as political marketing technique	230
	<i>Georg Winder and Jens Tenscher</i>	
19	Something old, something new?: modelling political communication in the 2010 UK general election	243
	<i>Jenny Lloyd</i>	
20	Interacting leaders	257
	<i>Claire Robinson</i>	
21	Underused campaigning tools: political public relations	271
	<i>Nigel A. Jackson</i>	
22	Political marketing in an online election environment: short-term sales or long-term relationships?	286
	<i>Nigel A. Jackson, Darren G. Lilleker and Eva Johanna Schweitzer</i>	
PART V		
Government marketing – delivery, policy and leadership		301
23	Delivering in government and getting results in minorities and coalitions	303
	<i>Anna Esselment</i>	
24	Advocacy coalitions strategies: tensions about legitimacy in environmental causes	316
	<i>Émilie Foster, Raymond Hudon and Stéphanie Yates</i>	
25	Branding public policy	329
	<i>David Marsh and Paul Fawcett</i>	
26	The use of public opinion research by government: insights from American and Canadian research	342
	<i>Lisa Birch and François Pétry</i>	
27	Making space for leadership: the scope for politicians to choose how they respond to market research	354
	<i>Jennifer Lees-Marshment</i>	

Contents

28 Conclusion: new directions in political marketing practice,
political marketing and democracy, and future trends
Jennifer Lees-Marshment 366

Index 387

19 Selling Sarah Palin
Robert Babb 366

18 Populism as political marketing technology
Guy Hinder and Jon Tisdall 367

10 Something old, something new: modelling political communication
in the 2010 UK general election
Janey Lloyd 421

40 Interacting leaders
Clair Robinson 435

31 Underused campaigning tools: political public relations
Nigel A. Jubb
431

32 Political marketing in an online election environment: short-term sales
or long-term relationships?
Nigel A. Jubb
451

33 Political marketing in an online election environment: short-term sales
or long-term relationships?
Peter Van Aelst, Joop van Holten and Ruud Kool
451

PART V
Government marketing - delivery, policy and leadership

35 Delivering in government and getting results in ministries
and coalitions
Anna Exelman 461

34 Advocacy coalition strategies: tensions about legitimacy in
environmental cases
Emilie Four, Raymond Hubon and Sébastien Yvon 471

35 Branding public policy
David Mann and Paul Fournier 491

30 The use of public opinion research by government: insights from
Estonian and Canadian research
Lee Bush and Frank Rany 501

31 Making space for leadership: the scope for politicians to choose
how they respond to market research
Jennifer Lees-Marshment 524