



Campaign Communication and Political Marketing

Philippe J. Maarek

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Campaign Communication and Political Marketing is a comprehensive, internationalist study of the modern political campaign. It indexes and explains their integral components, strategies, and tactics.

- Offers comparative analyses of campaigns from country to country
- Covers topics such as advertising strategy, demography, the effect of campaign finance regulation on funding, and more
- Draws on a variety of international case studies including the campaigns of Barack Obama and Nicolas Sarkozy
- Analyses the impact of digital media and 24/7 news cycle on campaign conduct

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