



Political Marketing in Retrospective and Prospective

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Political marketing coalesced as a subfield in the mid-1990s, and in 2002 the *Journal of Political Marketing* began publication. This anniversary collection reviews the existing theory, empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field. While political candidates and their campaigns are a major focus, it also considers the broader range of issue advocacy and lobbying. The selections expand beyond the U.S. context to offer a much needed comparative perspective. The volume includes material on the effects of new media and technology, posing questions about their direction and consequences for political actors and institutions, citizens and governmental systems. Collectively, the chapters illustrate the breadth and depth of a maturing field of inquiry, taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing.

This book was published as a special issue of the *Journal of Political Marketing*.

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