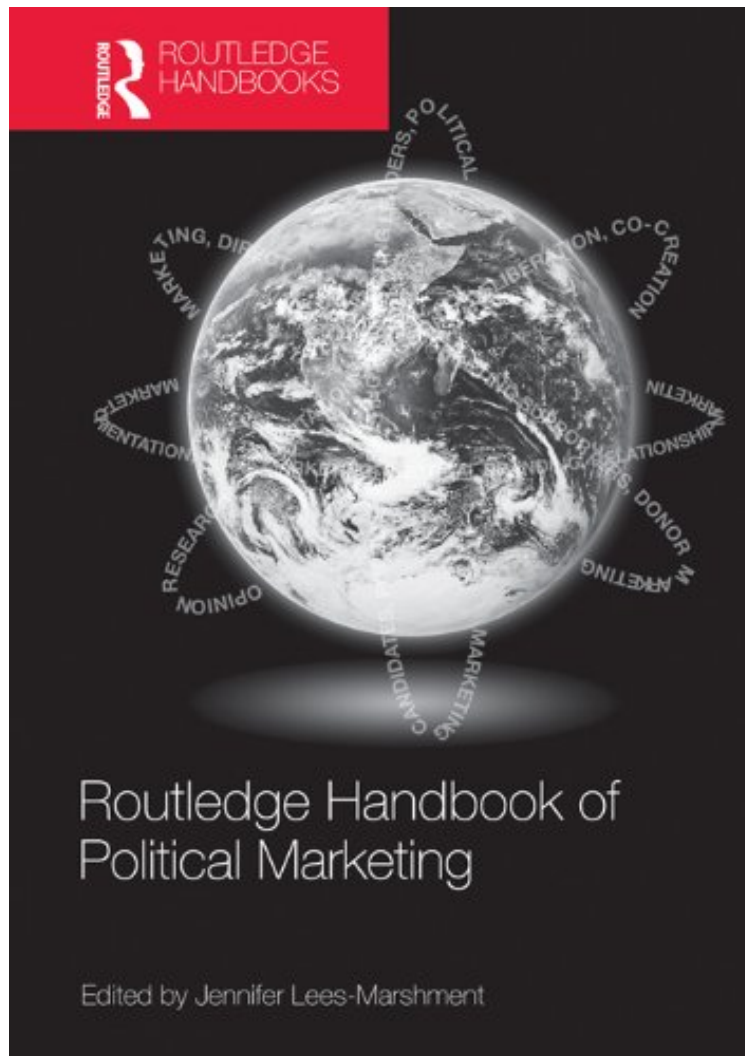


Routledge Handbook of Political Marketing

Jennifer Lees-Marshment

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With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time, the future of political marketing is fiercely contested, provoking a wealth of high quality scholarship from across the globe. This work provides an accessible introduction to the field, international in both content and authorship, which will set the direction of future research. Routledge Handbook of Political Marketing contains cutting edge contributions written by academic experts and informed practitioners but will also have a cohesive structure, containing emerging areas and authors alongside established ones. The handbook addresses the practicalities as well as

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About the Author Jennifer Lees-Marshment (University of Auckland, New Zealand) is an international expert in political marketing and author/editor of 10 books, including *Political Marketing: principles and applications* (2009) and *Global Political Marketing* (2010).