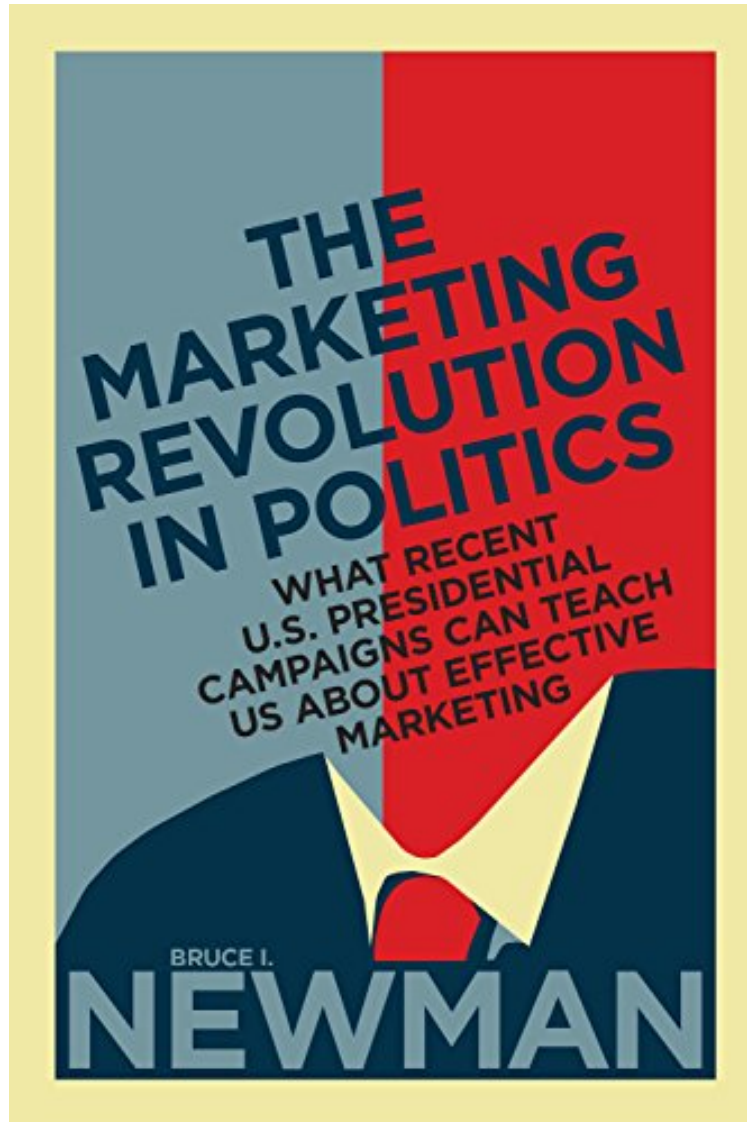


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The Marketing Revolution in Politics: What Recent U.S. Presidential Campaigns Can Teach Us About Effective Marketing (Rotman-UTP Publishing)

Bruce I. Newman

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Bruce I. Newman : The Marketing Revolution in Politics: What Recent U.S. Presidential Campaigns Can Teach Us About Effective Marketing (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Marketing Revolution in Politics: What Recent U.S. Presidential Campaigns Can Teach Us About Effective Marketing (Rotman-UTP Publishing):

2 of 2 people found the following review helpful. The book about where the practice of political marketing is today. By Customer Bruce I. Newman, THE MARKETING REVOLUTION IN POLITICS, 2016 (First) ed., Rotman-UTP Publishing, University of Toronto Press, ISBN 978-1442647992 This book is a masterpiece providing a full account of methods known for developing political marketing strategies. It provides historical account side by side with methodologies and follows the progress of political marketing practice through the recent breakthrough methods developed and repeatedly used by Obama the candidate and president. This text will serve well political candidates, consultants, and students in political marketing academic programs. Dr. Joseph Ben-Ur, Professor of Marketing, University of Houston - Victoria 1 of 1 people found the following review helpful. The powerful experience of Bruce Newman in political marketing is ... By Ricardo Homs The powerful experience of Bruce Newman in political marketing is a solid support of his new book, The Marketing Revolution in Politics. His theoretical knowledge about this subject is supported by the practical experience working very close with the most important political leaders. I learned so much with his past books and his speeches. I'm sure his new book will be a big success. Ricardo Homs, political consultant and author. (Mexico)

In 2008, Barack Obama's presidential campaign used an innovative combination of social media, big data, and micro-targeting to win the White House. In 2012, the campaign did it again, further honing those marketing tools and demonstrating that political marketing is on the cutting edge when it comes to effective branding, advertising, and relationship-building. The challenges facing a presidential campaign may be unique to the political arena, but the creative solutions are not. The Marketing Revolution in Politics shows how recent US presidential campaigns have adopted the latest marketing techniques and how organizations in the for-profit and non-profit sectors can benefit from their example. Distilling the marketing practices of successful political campaigns down into seven key lessons, Bruce I. Newman shows how organizations of any size can apply the same innovative, creative, and cost-effective marketing tactics as today's presidential hopefuls. A compelling study of marketing in the make-or-break world of American politics, this book should be a must-read for managers, students of marketing and political marketing, and anyone interested in learning more about how presidential campaigns operate.

Structured around seven marketing lessons that Newman suggests can be adopted by any organization, the book sometime reads like a marketing textbook, but his interesting examples and insights will increase readers' understanding of future political campaigns. (Publishers Weekly, May 16, 2016) "The Marketing Revolution in Politics should be considered a must-read for political campaign managers, students of marketing and political marketing, and non-specialist general readers with an interest in how presidential campaigns operate in the post-Citizens United world of American politics." (Micah Andrew Midwest Book , March 14, 2016) "If you are in business, you should read this book. If you are in political campaign management, you should read this book. If you are in nonprofit management you should read this book. It illuminates new marketing strategies that can be used in all three arenas." (Rick Ridder, political consultant and professor, University of Denver) "For decades political campaigns have tried to emulate the marketing principles and techniques of forward-thinking commercial enterprises. And for decades, campaigns have always been slow to catch up and implement these ideas. But that all changed with the Obama campaigns of 2008 and 2012. In an incisive, illuminating study, Bruce Newman, the dean of political marketing academicians, writes about the paradigm shift in marketing, with the Obama Model offering both commercial and political enterprises valuable lessons on waging a successful campaign. A timely read; highly recommended. (Dennis W. Johnson, professor emeritus, George Washington University and author of 'Political Consultants and American Elections') Many have addressed 'what happened' when analyzing American Presidential campaigns but Newman takes it further to explain the 'whys' and 'hows.' He reveals the innovations and strategies that have propelled political marketing to a sophisticated level that has Madison Avenues struggling to emulate." (Tom Edmonds, past president of the American Association of Political Consultants and the International Association of Political Consultants) About the Author Bruce I. Newman is professor of marketing and a Wicklander Fellow in Business Ethics in the Kellstadt Graduate School of Business at DePaul University and founding editor-in-chief of the Journal of Political Marketing.