

# ⋮ **Political Studies Association** **Political Marketing**

## Newsletter – June 2019

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

### Contents

<b>Trends in Political Marketing</b>	<b>2</b>
➤ EU Elections: Reflecting the New Reality -- Paula Keaveney	
➤ We Should Study Political Marketing in Post-Soviet Peace Differently -- Kakhaber Djakeli	
➤ The Rise and Fall of “Brand Daenerys” -- Andrew Lim	
<b>Events</b>	<b>9</b>
➤ Associate Professor Jennifer Lees-Marshment Visits Ghana and Delivers the University of Ghana Chancellor’s Public Lecture -- Kobby Mensah	
<b>Call for Papers/Suggestions/Comments</b>	<b>12</b>
➤ Marketing Liberalism in an age of Populism (deadline 5 July)	
➤ Call for Suggestions/Comments for PSA 70th Annual International Conference	
➤ Special Issue on “Crisis Communication in the Public Sector” (deadline 31 December)	
<b>Books</b>	<b>15</b>
➤ Political Marketing Principles and Applications (3 <sup>rd</sup> Edition) -- Jennifer Lees-Marshment, Brian Conley, Edward Elder, Robin Pettitt, Vincent Raynauld, André Turcotte	
➤ Discount flyers for Political Marketing Principles and Applications (UKP, USD AUD + NZD versions)	
➤ Social Media Campaigning in Europe -- Darren G. Lilleker, Karolina Koc-Michalska, Ralph Negrine, Rachel Gibson, Thierry Vedel, Sylvie Strudel.	
➤ Palgrave Studies in Political Marketing and Management Book Series	
<b>The Political Marketing Group Committee 2018</b>	<b>27</b>
<b>Country Coordinators</b>	<b>30</b>
<b>Call for New Items for Upcoming PMG Newsletters</b>	<b>32</b>

## Trends in Political Marketing

### EU Elections: Reflecting the New Reality



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So now we know. A good Euro election night for some, bad for others, disaster for the rest. I've been following the various campaigns and here are my thoughts, looking back and looking forward.

Labour didn't really know what the line was. The initial manifesto and leaflet had to rather dance round the different positions on Brexit. That meant it was hard for the Party to make a clear statement. Later the Party decided, in parts of the country anyway, that it could position itself as being against something – that something being racism and the far right. This led to a shift to advertising and material calling for support in Labour in order to oppose racism – in other words to keep out candidates such as Tommy Robinson, standing in the North West. In a first-past-the-post-election, campaigning to stop someone winning is often a good tactic. It is less good under the d'Hondt system, although this new line had the virtue of being something all the activists could agree on.

At least the Labour party did something. The lack of effort from the Conservatives was palpable. A launch which wasn't really a launch. A leaflet which didn't go

everywhere. And no manifesto. This was an election the Party didn't want to fight but there is always a reason for campaign activity, even if to train activists and build an area for the future. Sajjad Karim, top of the list in the North West but losing badly, told journalists that candidates were pretty much left on their own with no back up.

ChangeUK never really got started. It was the new party's bad luck that this election came along before a chance to do all the organisational and building work a new party needs. The lack of professional structure led to events which a more organised party would have prevented. I was amazed, for example, at the Rachel Johnson interview in the Times effectively trashing aspects of the Party. Which press officer thought that was a good idea?

UKIP was completely overshadowed by the new kid in town – The Brexit Party. European elections have to date been main events for UKIP. There is a leadership contest due next month and it will be interesting to see what transpires.

The Lib Dems and the Greens had a clear message. So too did Plaid Cymru and the SNP. And of course so too did The Brexit Party. And this has paid off – paid off in spades for TBP, the Lib Dems and the SNP.

So what does all this mean? And what should we be looking for in the next few weeks?

Firstly, the by-election in Peterborough early next month will be a test of whether The Brexit Party can extend its reach into a first-past-the-post tight contest. Peterborough has been one of those seats which has changed hands several times. It is currently a Labour defence.

Secondly, the Labour Party will need to have a long and hard think about Scotland. The vote north of the border was derisory, and without winning Scottish seats, Labour cannot hope to enter Downing Street. Party managers may be considering whether to make Scottish Labour more Scottish and less attached to the UK party. They will certainly need to work out how to become more appealing to those currently voting SNP.

Thirdly, the Lib Dems and Greens will need to work out how to capitalise on the good results and burst of publicity. In peace time these parties find it hard to get taken seriously in the media. I suspect there will be a lot of serious talking with senior broadcast managers about the need to reflect a new reality.

Finally, UKIP is facing an existential crisis. It needs to decide what it is for. The position on the electoral map that it used to hold has been taken over. There may well be another position, although it is hard, at the moment, to see where that is.

Of course the Conservatives have much to think about too. Luckily for those of us fascinated by politics, they'll be doing that in public through the leadership contest of the next few weeks.

Article originally published at

<https://influenceonline.co.uk/2019/05/29/eu-elections-reflecting-the-new-reality/>

## We Should Study Political Marketing in Post-Soviet Peace Differently



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Political marketing is one of the most needed areas of science for post-Soviet peace and the citizens of countries that became independent with the demise of the Soviet Union. It seems obvious that political marketing of post-Soviet countries

has its similarities to western nations, but it has its differences. These differences are created by the history of the countries and their citizens. These include their understanding of politics, leadership, society, belonging groups and communities, their loyalty to certain political or social ideas, ownership of the country as well as self-esteem as a block. The big picture in post-Soviet peace have

their unique ingredients and perspectives, which can be used in politics.

The fact that Russian society still supports the aggressive foreign policy of President Vladimir Putin and the attitude of the society towards a “Russian Empire” may be inhuman, but still needs analysis.

The mysterious political behaviour of China’s leadership and the same mysterious attitude of China citizens, still following the “One Party” political system, also needs further analysis – especially around the unconscious structure of the public’s mind in this country.

The politics of Uzbekistan, Tajikistan and Turkmenistan, peacefully dealing their politics and building some autocracy, is dilemma for political marketers. The case of Kazakhstan, where their capital city - Nur-Sultan - is named after former president Nursultan Nazarbayev, makes us think that we still are in different fragments of Feudal Monarchy and nothing links us to the westernization of mind.

The Caucasus with its Azerbaijan and Georgia, Armenia, and North Caucasian nations still are struggling, not only with economic development, but with the role of human beings as the main decision maker in the social and political future of these countries. When we see the political market of Belarus, the same questions are obvious.

The case of the Ukraine may be the great Morning Star in the darkness of post-Soviet policies, but still we will see a lot of risks, ready to arise.

All these problems of the Post-Soviet Peace we understand as an opportunity to understand our global political market better.

Accordingly, the Georgian – European Marketing Association, with its partner organizations in Russia, the Ukraine, Belarus, Turkmenistan, Kazakhstan, Tajikistan, Armenia and Azerbaijan are starting long term marketing research project named – “Post-Soviet Political Markets and Marketing”. The goal is to understand how political markets work in the post-Soviet world. Also, we as political marketing scientists, want to understand the gap between expectations to political products in western civilization and the post-Soviet peace.

Georgian European Marketing Association thinks that benefits of such research are obvious. There are even marketing and management books written for some regions. We are going on the bases of this research to support marketing researchers and political scientists to create new book about post-Soviet political markets and marketing what are faceable in them.

So our research invites all scientists from post-Soviet countries to participate in network of researchers to do great job for the future of post-Soviet politics.

## The Rise and Fall of “Brand Daenerys”: A Case Study on Political Branding in Game of Thrones



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*Game of Thrones* is a popular HBO television series based on George R.R. Martin’s medieval fantasy novel series *A Song of Ice and Fire*, attracting high ratings and extensive commentary from the media, academics, and public figures. It combines elements of high fantasy such as dragons, magic, and prophecies with

political intrigue, war, and sex. In contrast to the good versus evil dualism of other popular fantasy franchises like *Lord of the Rings*, *Star Wars*, and *Harry Potter*, the series is characterized by its morally grey worldview where the heroes are not as heroic and the villains are not as villainous as they are made out to be. Warning, there be spoilers below. If you haven’t caught up with the series finale, you may want to skip this article until you have done so.



Figure 1: Photo credit: [Helen Sloan/HBO/Bustle](#)

One of *Game of Thrones'* most iconic characters is Daenerys Targaryen, who is skilfully played by Emilia Clarke. Believed to be the last surviving Targaryen, Daenerys has endured a difficult childhood on the run and arranged marriage to become the charismatic “Mother of Dragons” and liberator of slaves. Despite promoting herself as the “Breaker of Chains” and joining forces with the Starks to end the threat of the White Walkers, Daenerys can also be ruthless towards her opponents such as executing 347 nobles for the murder of 347 slave children and burning people alive for harming her loved ones or refusing to submit to her. In the final two episodes of Season 8 Daenerys infamously razed King’s Landing to the ground and slaughtered countless civilians and prisoners of war despite the city’s

surrender. While Daenerys was emotionally affected by recent losses on Westeros including two of her dragons and her best friend, her actions transformed her overnight from a liberator into a ruthless war criminal in the eyes of many.

This article applies political branding principles to a fantasy setting by using Needham’s (2005, 347-348) “criteria for successful brands” to analyse Daenerys’ brand performance. While Daenerys is a fantasy character, she shares the characteristics and attributes of many historical and contemporary figures including Joan of Arc, Louis XIV, Napoleon Bonaparte, and Benito Mussolini. Despite *Game of Thrones'* medieval fantasy setting, many of her goals and actions match those of real-world politicians.

	Pros	Cons
1. Simple	<ul style="list-style-type: none"> <li>➤ An excellent communicator and polyglot (speaks the Common Tongue, Valyrian, and Dothraki).</li> <li>➤ Surrounded by a capable team of advisers and lieutenants: Jorah Mormont, Barristan Selmy, Missandei, Tyrion Lannister, Varys, Grey Worm, and Jon Snow.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Overly idealistic and has an inflexible black and white view of the world. Not a good negotiator.</li> <li>➤ Daenerys’ team has experienced a high attrition rate. Varys was secretly colluding with her rival Cersei Lannister and contributed to the loss of key military resources including a dragon. Increased tensions with Tyrion and Jon Snow over policies and actions.</li> </ul>
2. Unique	<ul style="list-style-type: none"> <li>➤ Has three dragons which are the equivalent of helicopter gunships and fighter jets on Westeros (“Mother of Dragon”)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Lost two of her dragons in combat: Viserion to the White King and Rhaegal to Euron Greyjoy.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Staked her claim to the Iron Throne based on her lineage as the last surviving Targaryen.</li> </ul>	<ul style="list-style-type: none"> <li>➤ As the legitimate son of former crown prince Rhaegar Targaryen, Jon Snow/Aegon Targaryen has a stronger claim to the Iron Throne.</li> </ul>
<b>3. Reassuring</b>	<ul style="list-style-type: none"> <li>➤ Marketed herself as the liberator of slaves (“Breaker of Chains”) and the Mother of Dragons.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Despite marketing herself as a liberator and revolutionary, she is clearly an absolutist in the same vein as King Louis XIV and King James II. Has killed people for refusing to submit to her.</li> </ul>
<b>4. Aspirational</b>	<ul style="list-style-type: none"> <li>➤ Appealed directly to liberated Ghiscari slaves, Unsullied warriors, and Dothraki nomads. Popular with women and children.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Her failure to win over the peoples of the Seven Kingdoms has led her to use terror and intimidation to force them into submission.</li> </ul>
<b>5. Value-based</b>	<ul style="list-style-type: none"> <li>➤ Strongly opposed to rape and slavery. Protected enslaved women from being raped by her Dothraki soldiers.</li> <li>➤ Collaborated with House Stark and the Wildlings in neutralizing the White Walker threat from beyond the Wall; saving humanity from being turned into undead wrights.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Committed war crimes by summarily executing two highborn nobles and razing King’s Landing despite the city’s capitulation. Her actions killed thousands of civilians, destroyed much of the capital city, and irreparably tarnished her brand as the “Mad Queen.” Daenerys also ordered the execution of surrendered prisoners of war, a clear human rights violation.</li> </ul>
<b>6. Credibility and delivery</b>	<ul style="list-style-type: none"> <li>➤ Freed the Unsullied</li> <li>➤ Abolished slavery in Ghiscari Bay.</li> <li>➤ Displayed fairness when she executed a former slave for murdering a Sons of the Harpy prisoner in custody.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Can be excessively heavy-handed in. Executed 347 nobles in Meereen in retaliation for the crucifixion of 347 enslaved children.</li> <li>➤ Credibility has been tarnished by the wanton destruction of King’s Landing; violating the rules of engagement. Her actions alienated her subjects.</li> </ul>



Translating Needham's criteria into the world of *Game of Thrones*, Daenerys through her had succeeded in constructing a successful brand around her leadership and promises of better world until the events of Season 8. First, she was an excellent communicator and polyglot who was able to appeal to the common people. Second, her pet dragons and claim to be the last Targaryen distinguished her from other claimants to the Iron Throne. Third, Daenerys was able to market herself as a liberator and revolutionary which concealed her absolutist and totalitarian tendencies until the events of Season 8. Fourth, Daenerys was able to inspire the loyalty of many Unsullied slave-soldiers, Ghischari commoners, and Dothraki through her promises of her fairer world and plunder; two separate messages for two different constituencies. Fifth, Daenerys promoted values that would appeal to a wide audience such as abolishing slavery, stopping sexual violence, and creating a fairer world. However, her actions at King's Landing have discredited her message and values. Finally, Daenerys has delivered on some of her promises such as liberating slaves in

Ghischari Bay. However, her heavy-handed suppression of dissent has alienated many on both sides of the Narrow Sea. Only, a quick and merciful death at the hands of her former ally Jon Snow saved the world of ice and fire from further war and calamity.

Due to her beauty, charisma, and linguistic skills, Daenerys had great potential as both a leader and a brand. Unlike many contemporary politicians, Daenerys does not shy from combat and even leads her forces into battle. However, these traits are not enough to make one a good leader. Her idealistic zeal and black-and-white absolutism also made her willing to destroy everyone and anything that stood in her path to the Iron Throne. The self-destruction of Daenerys' brand is a sombre reminder of the dangers of how power can corrupt.

#### Reference

Needham, Catherin (2005). "Brand leaders: Clinton, Blair and the limitations of the permanent campaign." *Political Studies* 53 (2): 347-348, DOI: 10.1111/j.1467-9248.2005.00532.x.



## Events

### Associate Professor Jennifer Lees-Marshment Visits Ghana and Delivers the University of Ghana Chancellor's Public Lecture



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The Worldwide Universities Network (WUN) under the auspices of University of Ghana and supported by the University of Ghana Business School (UGBS), the Institute of Public Relations (IPR) and Chartered Institute of Marketing (CIM) organised the Vice Chancellor's public lecture on Political Marketing with Associate Professor Jennifer Lees-Marshment as the keynote speaker under the theme 'The Emergence of Political Marketing and Its Impact on Democracy'. The event occurred on Thursday, 31st January 2019 at the University of Ghana Great Hall.

The aim of the public lecture was to engage with stakeholders in a dialogue on ways to broaden the democratic dividend through effective political management using political marketing.

In her presentation, Associate Professor Jennifer Lees-Marshment, a world leading expert in the field of Political Marketing, placed emphasis on the important role political marketing plays in democracy, noting that political marketing research is relevant in today's world of complex

political and diplomatic relations. She further highlighted that politics is highly dynamic, hence the need for continuous research to feed into its practice in order to respond appropriately to the democratic needs of the people.

Associate Professor Lees-Marshment also took participants through an interaction session on the various research stages involved in political marketing.

Delivering the welcome address, the Provost of the College of Humanities, Professor Samuel Agyei-Mensah noted that in countries where Political Marketing has been embraced, the practice has led to the improvement of their democratic processes, and the emergence of a political consulting industry which is contributing to job creation and GDP.

In an earlier interaction, the Coordinator of WUN UG, Prof. Andrew Anthony Adjei expressed optimism about a possible strategic relationship between the University of Auckland and the University of Ghana to begin as a result of Associate Professor Jennifer Lees-Marshment's visit. Professor Adjei noted that such relationships are in our mutual interests, and forms part of the University of Ghana's strategic pillars for growth.

## The following are some of the activities during the visit:

- 1) Meeting with academics from Ghana Institute of Journalism to discuss the potential for introducing a Masters in political marketing, my potential involvement in helping them with this e.g. advising on a proposal, curriculum and being an assessor/examiner
- 2) Met the provost of the University of Ghana College of humanities to discuss the value of political marketing
- 3) Visit featured in B&FT Digital News Paper for 30-January-2019, a major newspaper in Ghana
- 4) Delivered a Vice Chancellors Public Lecture on Political marketing, Ghana, and Democracy at the University of Ghana Great Hall to over 200 people on Thursday 31st January
- 5) Interviewed by Ghanaweb, the biggest leading online portal in Ghana after the lecture about political marketing and delivery, Thursday 31 January, <https://mobile.ghanaweb.com/GhanaHomePage/NewsArchive/Better-to-promise-less-and-do-more-Prof-Lees-Marshment-to-politicians-719857#>
- 6) Delivered one day training political marketing short course with Ghanaian practitioners including a staffer in the Presidential (= prime minister) office, 16 staff from the Ministry of Education, consultants in for example public relations, on Friday 1 February
- 7) Participated with Dr Kobby Mensah in a political marketing consulting clinic for University Ghana Business School graduate students and academics, Monday 4th February
- 8) Interviewed for Star FM Radio morning programme, one of the leading stations in Ghana with a big audience, on political marketing and gender, for a 40 minute programme, broadcast on Star FM 103.5 Tuesday 5th February 2019
- 9) Interviewed on live breakfast television about political marketing, TV3 Newshub, Tuesday 5th February
- 10) Met with the Chancellor of the Methodist University to discuss the potential for introducing a Masters in political marketing Tuesday 5 February
- 11) Participation in a University Ghana Business School Department of Marketing lunch meeting, Wednesday 6th February
- 12) Meeting with the general manager of Joy News, to discuss the potential ways they have, and will, feature academic research and academics on political marketing, Wednesday 6th February
- 13) Interviewed on Joy news, the biggest English-speaking station in the country, Wednesday 6th Feb
- 14) Throughout the trip, talked to practitioners, academics and graduate students informally/1on1 to give them advice, including encouraging students to apply to Auckland, and discussing the potential for the Ministry of Education to send 4-5 students to complete a masters in Political Marketing under my supervision.



## Call for Papers/Suggestions/Comments

### Marketing Liberalism in an age of Populism

15 November

Bournemouth University

Deadline: 5 July 2019

It is common in recent years for those who study the marketplace of political ideas to focus on the rise of populism, and see current times as an age of anger and post-factual democracy. Yet in the recent European parliamentary elections centrist, liberal ideas saw something of a resurgence. However there were no uniform patterns, leading us to enquire how liberalism can be branded and sold when it appears the electoral tide is flowing against moderate, centrist, internationalist and inclusive notions.

The Political Marketing Specialist Group of the Political Studies Association is inviting proposals for papers for our annual Political Marketing workshop. After a focus on Corbynism, and then on Conservatism in previous years, 2019 sees us look at Liberal parties, their brands and policies and Liberalism as a theory of governance.

We invite interested scholars to submit proposals for 15 minute presentations on any aspect of Liberalism and Political Marketing. This could be a focus on the UK Liberal Democrats but could also be an exploration of Liberalism or Liberal parties

elsewhere. Topics might include, but not be restricted to: the Liberal brands, the marketing of Liberal leaders and leadership contenders in Liberal parties, the marketing challenges facing Liberal parties as well as their political marketing communication during and outside of elections, from core messaging, targeting to the use of digital technologies and social media.

The event will be a half-day workshop held at Bournemouth University and will include an audience of undergraduate and postgraduate students. We will also have a keynote from a current marketing practitioner working with the UK Liberal Democrats.

Please send abstracts of 250-300 words to Paula Keaveney

[keavenep@edgehill.ac.uk](mailto:keavenep@edgehill.ac.uk)

Chair, Political Marketing Specialist Group by July 5th.

Further details about the event, and how to register to attend, will be available in September

## Call for Suggestions/Comments for PSA 70th Annual International Conference 16-18 March 2020, Edinburgh



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This spring event in Edinburgh is a long way off but I'd still be interested in hearing from anyone with ideas for panels the Political Marketing Group could run at the event. Obviously we can't run a panel without speakers, so if you have an idea it would also be helpful if you could say whether you are likely to be able to be there, or if there is someone else you think I should ask to be there.

I have had two thoughts myself - comments very welcome

Firstly, some of us have already done some work on a proposal about ethics and

political marketing. Would members be interested in seeing this as a panel topic?

Secondly, I have already contacted the American Politics Group to see if they would like to do a joint panel with us on the pol marketing involved in the Democrat primary race (which should at that point be mid-way through). The APG are asking their members for interest so please also let me know if this topic grabs you and if this is a panel with which you'd like to be involved.

Of course you may have other ideas, so don't let my two put you off suggesting others

You can email me at [keavenep@edgehill.ac.uk](mailto:keavenep@edgehill.ac.uk).

### Special Issue on "Crisis Communication in the Public Sector" Journal of Nonprofit & Public Sector Marketing Deadline: 31 December, 2019

Research in the area of crisis communication has primarily focused on the private sector, and researchers have conducted a considerable amount of research around restoring image and trust (Olsson, 2014). However, crisis communication in the public sector is also of great importance, and more work needs to be done in this area. A review of the literature on crisis and disasters, which

tends to focus primarily on the public sector, also has relatively little research on crisis communication (Kuipers and Welsh, 2017).

The editors of this special issue, Sabine Einwiller and Daniel Laufer would be pleased to receive papers related to any aspect of crisis communication in the Public Sector. The deadline for this special

issue is 31st of December, 2019. The Special Issue is scheduled to appear at the end of 2020. Theoretical and empirical research articles (qualitative, quantitative and mixed-method designs) are welcome.

The following examples give an idea of the scope of possible topics:

- Risk Communication
- Impact of Crises on Stakeholder Relationships (Voters, media, political parties, etc.)
- Communication During Crises
- Crisis Communication and Social Media
- Rumour crises and fake news
- Measuring Crisis Impact
- Organizational Learning & Crises

#### Submission Instructions

Manuscripts should be prepared in accordance with the Journal of Nonprofit & Public Sector Marketing's Style Guide for Authors:

<https://www.tandfonline.com/action/authorsSubmission?show=instructions&journalCode=wnon20>.

Manuscripts should be electronically submitted online at

<https://www.tandfonline.com/toc/wnon20/current>.

All submissions will be subject to the regular double-blind peer review process at JNPSM.

ANZMAC Conference in Wellington, New Zealand ([www.ANZMAC2019.com](http://www.ANZMAC2019.com))

There will be an opportunity to receive feedback on papers before the submission deadline. During the ANZMAC 2019 conference there will be a conference track on Crisis Communication in the Public Sector. People submitting papers to the conference track will receive feedback at the conference that may help them improve their papers before the special issue submission deadline. ANZMAC 2019 will be held in Wellington from 2-4 of December, 2019.

#### Contact details

Please direct any questions regarding the Special Issue to one of the guest editors.

Sabine Einwiller, Vienna University ([sabine.einwiller@univie.ac.at](mailto:sabine.einwiller@univie.ac.at))

Daniel Laufer, Victoria University of Wellington ([dan.laufer@vuw.ac.nz](mailto:dan.laufer@vuw.ac.nz))

#### References

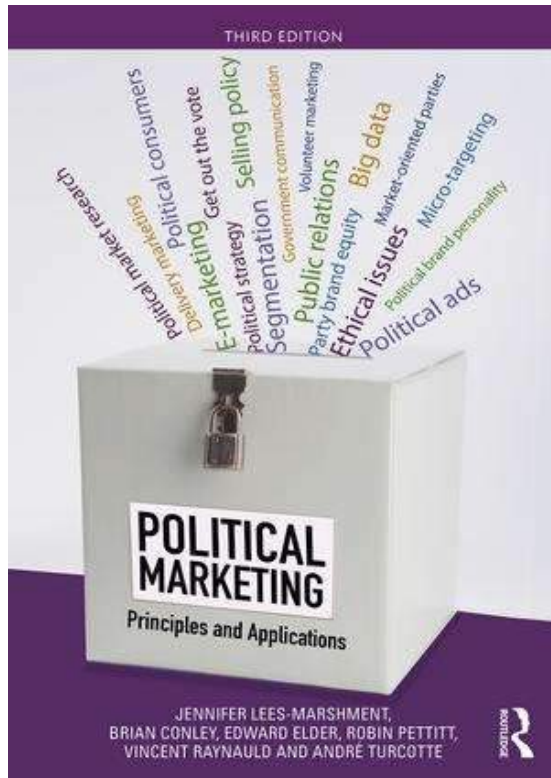
Kuipers, S. & Welsh, N.H. (2017) Taxonomy of the Crisis and Disaster Literature: Themes and Types in 34 Years of Research. *Risk, Hazards & Crisis in Public Policy* 2017 Vol 8 (4): 272-283

Olsson, E. (2014) Crisis Communication in Public Organisations: Dimensions of Crisis Communication Revisited. *Journal of Contingencies and Crisis Management* 2014 Vol 22 (2): 113-125



## Books

### Political Marketing: Principles and Applications (3rd Edition)



**Editors:** Jennifer Lees-Marshment, Brian Conley, Edward Elder, Robin Pettitt, Vincent Raynauld, André Turcotte

**Copyright:** 2019

**Publisher:** Routledge

**Paperback ISBN:** 9780815353225

**Hardcover ISBN:** 9780815353201

**eBook:** 9781351136907

**Pages:** 266

**Website:**

<https://www.routledge.com/Political-Marketing-Principles-and-Applications-3rd-Edition/Lees-Marshment-Conley-Elder-Pettitt-Raynauld-Turcotte/p/book/9780815353225>

Substantially revised throughout, the third edition of Political Marketing continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice and encourages reflection on how it should be used in the future.

New Features and benefits of the third edition:

- Fully updated throughout with new research on emerging practices in the field and ethical implications such as the use of big data, authenticity and the limitations of voters as consumers in light of Brexit;
- A new employability section on political marketing in the workplace;
- Extensive pedagogical features including new peer-reviewed case studies, democratic debates, and fully updated practitioner perspectives, best practice guides, and class discussion points and assessments.

Led by a leading expert in the field and including contributions from other key academics in the field, this textbook is essential reading for all students of political marketing, parties and elections, and comparative politics.



### About the Authors



**Jennifer Lees-Marshment** is an Associate Professor at the University of Auckland, New Zealand. She is a world expert in political marketing, having authored the highly cited 'Market-oriented party model' and is editor of the book series Palgrave Studies in Political Marketing and Management.



**Brian Conley** is an Associate Professor in the Government Department at Suffolk University in Boston, US. His research and teaching interests are in the areas of political parties, the US electoral politics and political marketing. With Jennifer Lees-Marshment and Kenneth Cosgrove he co-edited Political Marketing in the United States (2014).



**Edward Elder** focuses on political marketing and communication in New Zealand and the United States. He published the book Marketing Leadership in Government (2016) and worked as an analyst for Vote Compass leading into the 2017 New Zealand General Election.



**Robin Pettitt** is a Senior Lecturer at Kingston University, London, UK, who specialises in the internal life of political parties and is currently writing a book on how parties recruit and retain their activists.



**Vincent Raynauld** is an Assistant Professor in the Department of Communication Studies at Emerson College, Boston, US. His areas of research interest and publication include political communication, political marketing, social media, research methods, e-politics, elections, and journalism.



**André Turcotte** is an Associate Professor in the Riddell Graduate Program in Political Management and the School of Journalism and Communication at Carleton University in Canada. His research focuses on elections, market intelligence and opinion research and he has advised politicians at all levels of government in Canada.

### Reviews

"There is only one book you need to read for a comprehensive, up-to-date overview of the field of political marketing - the 3rd edition of *Political Marketing: Principles and Applications*. The book not only details the latest academic studies but provides numerous real-world examples, case studies and applications for practitioners. And, of course, no one knows the field of political marketing better than Jennifer Lees-Marshment."

*Professor Travis N. Ridout, Thomas S. Foley Distinguished Professor of Government and Public Policy, Washington State University, USA*

"Political marketing is going through fundamental transitions as we move further into the world of instant news and grassroots activism fueled by social media. In this new world, misinformation and misdirection have been upsetting social and political norms. Jennifer Lees-Marshment's new edition comes at a critical time, giving us highly relevant case studies and sharp, perceptive analyses of today's politics and political marketing. This is an excellent addition to the literature and is highly recommended."

*Emeritus Professor Dennis Johnson, George Washington University, USA*

"The strategies, tools, and tactics offered by the practice of political marketing continue to influence and shape both election campaigns and approaches to governing. This book is essential reading for anyone interested in understanding how political marketing works and why it matters."

*Associate Professor Anna Esselment, University of Waterloo, Canada*

"Led by a pre-eminent scholar - who has personally developed more than her fair share of the concepts - this book covers the key ideas that anyone studying the field of political marketing needs to know. The examples are numerous and fascinating, helping the book do a great job of illustrating the importance of political marketing. I'd wholeheartedly recommend this book."

*Associate Professor Neil Bendle, Ivey Business School, Canada*

"It is almost impossible to imagine modern politics without political marketing, even though many people in politics and many people who study it are still reluctant to recognise that marketing is what they are doing. This updated edition of an indispensable textbook will help students explore all aspects of an activity that is central to the way the world works these days - and, perhaps, to understand it better than many of the politicians who are involved in it!"

*Professor Roger Mortimore, Professor of Public Opinion & Political Analysis, Kings College London, UK*

"A comprehensive and accessible book which covers both theory and practice, providing students with academic knowledge but directing them to apply it, and discussing the skills to acquire to enter professions related to political marketing."

*Dr Chris Rudd, University of Otago, New Zealand*

## Contents

### 1. Introduction to Political Marketing

Jennifer Lees-Marshment

### 2. Political Strategy

Brian Conley and Jennifer Lees-Marshment

Case Studies 2.1: The failure of Blairism and the limits of market orientation

Aditya Tejas

Democratic Debates 2.1: A divided nation – a consequence of exaggerated marketing? The case of the Czech Republic

Otto Eibl

### 3. Political Market Research

André Turcotte and Jennifer Lees-Marshment

Case Studies 3.1 - Big data analytics, technology, electoral choice and political marketing in 2017 Kenyan elections

Bozo Jenje Bozo

Case Studies 3.2: Little data: Using social media to gain market research and inform campaign strategy at local government level

Nicholas Mignacca

Democratic Debates 3.1: The ethical issues around big data in politics

Jennifer Lees-Marshment, Edward Elder and Vincent Raynauld

### 4. Political Branding

Jennifer Lees-Marshment

Case Studies 4.1: The success of Brand Trudeau in 2015 through clear, consistent messaging at a time for change

Amber Wharepapa

Case Studies 4.2: The (half a) Million-Dollar Slogan: Auckland Council's Branding of Auckland City against Needham's Criteria for Successful Brands

Sophie Sager

Case Studies 4.3: How to sell a U-turn to get re-elected: The case of Syriza from a political branding perspective

Panos Koliastasis

Democratic Debates 4.1: Trumps political branding: Expanding the participation of an underserved market?

Kenneth M Cosgrove

## 5. Internal Political Marketing

Robin Pettitt and Jennifer Lees-Marshment

Case Studies 5.1: Who calls the shots? How centralising power improved NZ Labour's success at the 2017 Election

Heather du Plessis-Allan

## 6. Broadcast Political Marketing Communication

Vincent Raynauld and Jennifer Lees-Marshment

Case Studies 6.1: Targeting neglected voter groups online: The 2016 Hillary Clinton campaign and Americans with disabilities

Filippo Trevisan and Robert Rodriguez-Donoso

Democratic Debates 6.1: Political consultants' ethics of conviction

Miloš Gregor

## 7. Relational Political Marketing Communication

Edward Elder and Jennifer Lees-Marshment

Case Studies 7.1: Communicating contemporary market-oriented governing leadership: Justin Trudeau 2015-7

Danielle Parshotam and Edward Elder

Democratic Debates 7.1: The varied implications of relational political marketing communication

Edward Elder

## 8. Political Delivery Marketing

Jennifer Lees-Marshment

Case Studies 8.1: The importance of communicating delivery: A case study of Justin Trudeau's government

Hannah Lobb

Case Studies 8.2: Delivering as the Mayor of Auckland: Phil Goff's first year

Ryan Mearns

Democratic Debates 8.1: Canada's Liberal Government as delivery devotees

Anna Esselment

## 9. Conclusion: Political Marketing Practice and Ethics

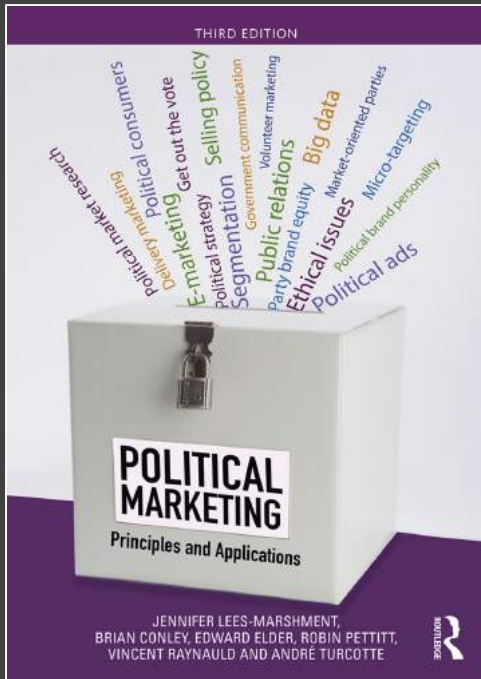
Jennifer Lees-Marshment

Democratic Debates 9.1: The Brexit Referendum and the limitations of consumer choice in political decisions

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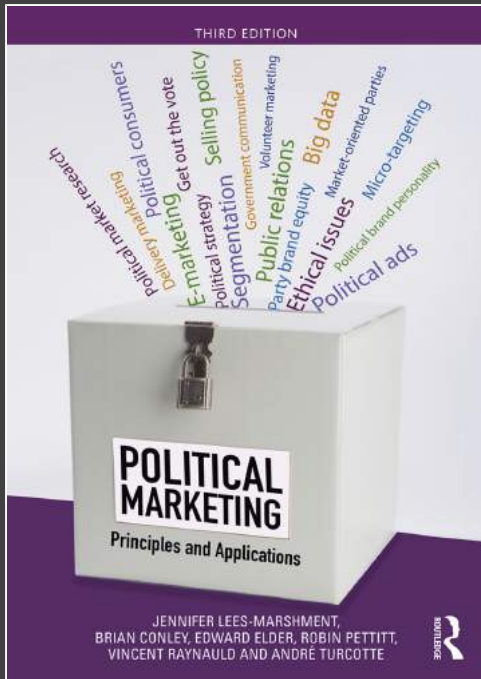
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## Social Media Campaigning in Europe



Editors: Darren G. Lilleker, Karolina Koc-Michalska, Ralph Negrine, Rachel Gibson, Thierry Vedel, Sylvie Strudel

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Studies of election campaigns have shown an increased employment of websites, weblog tools, email and social media by political campaigners, as well as the use of similar platforms by citizens to find information, communicate about elections or engage more generally in political issues. This comprehensive volume explores the ways in which social media is used on the one hand as a campaigning tool, and on the other, by local citizens. It aims to develop a more holistic and Eurocentric research agenda by capturing both supply and demand practices at the European level. The authors employ both single and multi-nation case studies, furthering debates on how political actors and voters embrace the new information and communication environment, in what ways, and for what purposes. The book offers new perspectives on social media campaigning within European democracies, thereby contributing to a more global and comprehensive understanding of how campaigning is affected, and might be enhanced, by developing an interactive digital strategy.

This book will be of great interest to students of both politics and media studies. It was originally published as a special issue of the *Journal of Information Technology & Politics*.



### About the Editors



**Darren G. Lilleker** is Associate Professor in Political Communication in the Faculty of Media and Communication at Bournemouth University, UK. His research focuses on the nexus between political campaigns and voter engagement, trust and self-efficacy as conceptualized in his book *Political Communication and Cognition* (2014).



**Karolina Koc-Michalska** is Associate Professor at Audencia Business School and Associated Researcher at CEVIPOF Sciences-Po Paris, France. Her research focuses on the strategies of political actors in the online environment and citizens' political engagement, where she employs comparative approach focusing on US and European countries.



**Ralph Negrine** is Emeritus Professor of Political Communication in the Department of Journalism Studies at the University of Sheffield, UK. His publications include *The Transformation of Political Communication* (2008) and *The Political Communication Reader* (with James Stanyer, 2007).



**Rachel Gibson** is Professor of Politics at the University of Manchester, UK. Her research focuses on how digital technologies are changing the way in which election campaigns are fought and won. She is interested in comparative research and has a particular focus on developments in the UK, the U.S., Australia and France.



**Thierry Vedel** is a CNRS Senior Research Fellow with the Center for Political Research at SciencesPo, Paris, France.



**Sylvie Strudel** is a Professor of the Political Sciences (Professeur des Universités) at Pantheon-Assas University, France, and Associated Researcher at Centre Marc Bloch de Berlin, Germany, and CEVIPOF Sciences-Po Paris, France.

Contents

1. Social media campaigning in Europe: Mapping the terrain

Darren G. Lilleker, Karolina Koc-Michalska, Ralph Negrine, Rachel Gibson, Thierry Vedel, and Sylvie Strudel

2. "Beer is more efficient than social media" – Political parties and strategic communication in Austrian and Swiss national elections

Ulrike Klinger and Uta Russmann

3. The role of gender in online campaigning: Swedish candidates' motives and use of social media during the European election 2014

Linn A. C Sandberg and Patrik Öhberg

4. From hybrid media system to hybrid-media politicians: Danish politicians and their cross-media presence in the 2015 national election campaign

Mark Blach-Ørsten, Mads Kæmsgaard Eberholst, and Rasmus Burkal

5. Brute force effects of mass media presence and social media activity on electoral outcome

Marko Kovic, Adrian Rauchfleisch, Julia Metag, Christian Caspar, and Julian Szenogrady

6. When David and Goliath campaign online: The effects of digital media use during electoral campaigns on vote for small parties

Carol Galais and Ana Sofía Cardenal

7. Sharing Is Caring! Investigating Viral Posts on Politicians' Facebook Pages During the 2014 General Election Campaign in Hungary

Marton Bene

8. Personalization of Politics Between Television and the Internet: Leader Effects in the 2013 Italian Parliamentary Election

Diego Garzia

## Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

[www.lees-marshment.org](http://www.lees-marshment.org) [lees-marshment@auckland.ac.nz](mailto:lees-marshment@auckland.ac.nz)

The *Palgrave Studies in Political Marketing and Management* new book series is looking for more book proposals to add to its' exciting collection so far.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12 week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

At its core, Political Marketing and Management is about how politicians, governments, political staff, parties and campaigns use marketing and management tools and concepts to design and achieve their goals. Scholarship is drawn from a range of disciplines and fields, and covers how political organisations and actors strategise, lead, organise and market, as well as intersections between these aspects such as the organisation of political marketing research in government department; the importance of leadership in changing how a party is organised; the organisational structure of volunteers within an NGO; strategic communication in

political movements; resource management in political offices; and the strategic organisation of fundraising in campaigns.

There are already an exciting and diverse range of books in the series. Books published include:

- *Political Marketing and Management in the 2017 New Zealand Election* edited by Jennifer Lees-Marshment
- *Market Driven Political Advertising* by Andrew Hughes
- *Applying Public Opinion in Governance* by Scott Bennett
- *Political Branding Strategies: Campaigning and Governing in Australian Politics* by Lorann Downer
- *Marketing Leadership in Government* by Edward Elder

We would welcome new ideas for potential books – please get in touch. We would particularly welcome books on recent/forthcoming elections such as US 2016; Australia 2016; Canada 2015 and so on, but are also very keen on exploring new

areas, and of course want to support books on political management (organisation, leadership, political HRM, planning, and reviewing or monitoring) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see

<https://leesmarshment.wordpress.com/pm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460> 1.

### Submitting a proposal

Proposals can be submitted to the series editor on

[j.lees-marshment@auckland.ac.nz](mailto:j.lees-marshment@auckland.ac.nz)

at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

All books must:

- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

And we encourage books to:

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see

<https://leesmarshment.wordpress.com/pm-book-series/> for this and updates on the series.

## The Political Marketing Group Committee 2018



### **Chair**

Paula Keaveney  
Edge Hill University, Department of Law and Criminology  
[paula.keaveney@edgehill.ac.uk](mailto:paula.keaveney@edgehill.ac.uk)

Role: Overall coordinator and liaison with the UK PSA



### **Vice-Chair (International)**

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Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. facebook live event



### **Treasurer**

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Role: Maintain and report on PMG accounts and liase with UK PSA



### **Communications Officer**

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Role: Maintain and website <https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



**Newsletter Editor**

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Role: Encourage and edit contributions to the newsletter and send it out three times a year



**Twitter Manager**

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Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing



**Event Coordinator**

Peter Reeves  
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Role: to organise, and facilitate others organising, an event each year.



**Resources Officer**

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Role: expand resources on <https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.

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Travis McDonald

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.



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## Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in May, July, and October) please send it to Edward Elder at [eeld001@aucklanduni.ac.nz](mailto:eeld001@aucklanduni.ac.nz). Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15 September 2019.**