POLITICAL MARKETING

VOLUME II

The Political Marketing Mix: Strategy and Implementation

Edited by

Paul R. Baines
Contents

Volume II
The Political Marketing Mix: Strategy and Implementation

23. The Application of Marketing to British Politics
   Gareth Smith and John Saunders

24. The “Gender Gap” in Voter Attitudes and Behavior:
    Some Advertising Implications
   Bruce I. Newman and Jagdish N. Sheth

25. The Political Marketing Planning Process: Improving Image
    and Message in Strategic Target Areas
   Paul R. Baines, Phil Harris and Barbara R. Lewis

26. Product Attribute-based Voter Segmentation and Resource
    Advantage Theory
   Paul R. Baines, Robert M. Worcester, David Jarrett and
   Roger Mortimore

27. Market Segmentation and Product Differentiation in Political
    Campaigns: A Technical Feature Perspective
   Paul R. Baines, Robert M. Worcester, David Jarrett and
   Roger Mortimore

28. Building a Political Brand: Ideology or Voter-driven Strategy
   Peter Reeves, Leslie de Chernatony and Marylyn Carrigan

29. Strategic Political Segmentation: A New Approach for
    a New Era of Political Marketing
   Gareth Smith and Andy Hirst

30. Positioning Political Parties: The 2005 UK General Election
    Gareth Smith

31. New Labour: A Study of the Creation, Development and Demise
    of a Political Brand
   Jon White and Leslie de Chernatony

32. Spin Doctoring in British and German Election Campaigns: How the
    Press Is Being Confronted with a New Quality of Political PR
   Frank Esser, Carsten Reinemann and David Fan

33. Negative versus Positive Television Advertising in U.S. Presidential
    Campaigns, 1960–1988
   Lynda Lee Kaid and Anne Johnston

34. Negative Political Advertising: Some Empirical Findings
   Sharyne Merritt

35. Political Advertising Believability and Information Source Value
    during Elections
   Aron O’Cass

36. Researching Political Markets: Market-oriented or Populistic?
   Paul R. Baines and Robert M. Worcester
37. Negativity in the Evaluation of Political Candidates  
   \textit{Jill G. Klein and Rohini Ahluwalia} \hfill 251

38. Speaking Truth to Power? Pollsters as Campaign Advisers  
   \textit{Dennis Kavanagh} \hfill 275

   \textit{Aron O'Cass and Anthony Pecotich} \hfill 287

40. The Permanent Campaign: The Integration of Market Research Techniques in Developing Strategies in a More Uncertain Political Climate  
   \textit{Nick Sparrow and John Turner} \hfill 303

   \textit{Janine Dermody and Stuart Hanmer-Lloyd} \hfill 323

42. The Value of Party Election Broadcasts for Electoral Engagement: A Content Analysis of the 2001 British General Election Campaign  
   \textit{Richard Scullion and Janine Dermody} \hfill 347

43. Long-term Performance of Political Parties: Towards a Competitive Resource-based Perspective  
   \textit{Richard Lynch, Paul R. Baines and John Egan} \hfill 371

44. The EU Constitution and the British Public: What the Polls Tell Us about the Campaign that Never Was  
   \textit{Paul R. Baines and Mark Gill} \hfill 389