Contents

Acknowledgments ix

Introduction 3

1 The Evolution of Marketing in Politics 23

2 Lesson 1: Follow the Marketing Concept 36

3 Lesson 2: Use Technology Strategically 62

4 Lesson 3: Integrate Research Methods 77

5 Lesson 4: Develop a Unique Brand Identity 91

6 Lesson 5: Create a Winning Advertising Strategy 112

7 Lesson 6: Build a Relationship with Your Customers 125

8 Lesson 7: Be Prepared to Engage in Crisis Management 140

9 Concluding Remarks 158

Appendix 169 Notes 171 Index 191