



## Political Marketing and British Political Parties: The Party's Just Begun (Po.

By Lees-Marshment, Jennifer

Manchester University Press, UK, 2001. Paperback. Condition: New. First Edition. 192 pages. Available Now. Book Description: This work demonstrates how British political parties now have to use sophisticated political marketing techniques in order to gain electoral success. By conducting focus groups and opinion polls, parties attempt to find out what it is that voters want from them - they then change their behaviour and political stance in order to reflect their findings. The summer of 2000 provided classic examples of this type of behaviour in action, with William Hague and Tony Blair sending out conflicting and confusing soundbites in an attempt to capture the popular imagination on issues such as pensions, asylum seekers and the pound. Parties now attempt to offer a complete product - including their leader, membership rights and policy - that will appeal to a majority of voters, rather than being influenced by a political ideology and firm belief system. In 1983 Labour were the classic example of a party that was led by ideology and tried to persuade voters that their way was the right way, whereas new Labour in 1997 is the classic market-oriented party. Political parties today focus on the needs and wants of...



READ ONLINE  
[ 9.03 MB ]

### Reviews

*This type of ebook is everything and got me to seeking in advance plus more. it was writtern really completely and helpful. You wont feel monotony at at any moment of your respective time (that's what catalogues are for about should you request me).*

-- **Dr. Santino Cremin**

*This book is fantastic. This is certainly for all those who statte there had not been a really worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Prof. Dale Fahey MD**