



The Political Marketing Game

Jennifer, Dr Lees-Marshment

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The Political Marketing Game identifies what works in political marketing. It shows that politicians can choose to play the game to achieve change, not just win votes, because authenticity, values and vision are as much a part of a winning strategy as market-savvy pragmatism. Using 100 interviews with practitioners including advisors to former world leaders Tony Blair, George W Bush, Stephen Harper, Helen Clark and Kevin Rudd, as well as academic literature, this book presents tools to navigate the complex and unpredictable electoral market. It shows that the democratic impact of political marketing depends on how the game is played. Whilst politicians need to listen, varying responsiveness to public demand is more successful than abandoning their beliefs. Elites need to work in partnership with the public, as voters want politicians who say 'yes we can' not 'yes I can,' using deliberative market analysis so that politics can evolve in the 21st century and become a partnership democracy.

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