



## Branding in Politics

By Lucie Scholz

GRIN Verlag GmbH Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 210x147x12 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Applied Sciences Neu-Ulm, language: English, abstract: Experts agree that Obama's election victory is largely due to a unique and innovative election campaign which managed to convince voters. The huge efforts to raise funds to cover the costs and the extensive and comprehensive use of social media are considered the main innovations Obama introduced into his campaign. (Qualman, 2009, p. 64; Waters & Lester, 2010, p. 241; Harfoush, 2009, pp. VIII) They agree on the fact, that Obama can be considered a powerful brand: Brand Obama is a real marketing phenomenon. He's not only making politics cool, he's outpacing Google and iPhone, the icon brands of this century, states David Jones, CEO of one of the world's biggest advertising agencies. (Euro RSCG Brand Momentum Study, 2008) The target of this paper is to analyze from a marketing point of view the mechanisms which helped Barack Obama turn the...



**READ ONLINE**

[ 6.92 MB ]

### Reviews

*This book is definitely worth acquiring. I have gone through and so I am certain that I will likely to read through again again in the future. It's been printed in an exceptionally basic way in fact it is only after I finished reading this publication in which actually altered me, change the way in my opinion.*

-- **Andres Bashirian**

*Comprehensive guide for publication fanatics. This really is for all who state there had not been a well worth reading through. I discovered this ebook from my dad and I encouraged this book to find out.*

-- **Lacy Goldner**

## See Also



### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG, Eignungstest für das Medizinstudium, Adult Attachment Interview,...



### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



### Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and users are hungry for breakthrough solutions to...



### Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal your information, or plant a virus Have...



### The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book stands above the rest because it has...



### THE Key to My Children Series: Evan s Eyebrows Say Yes

AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.THE KEY TO MY CHILDREN SERIES: EVAN S EYEBROWS SAY YES is about a three year old little boy who...