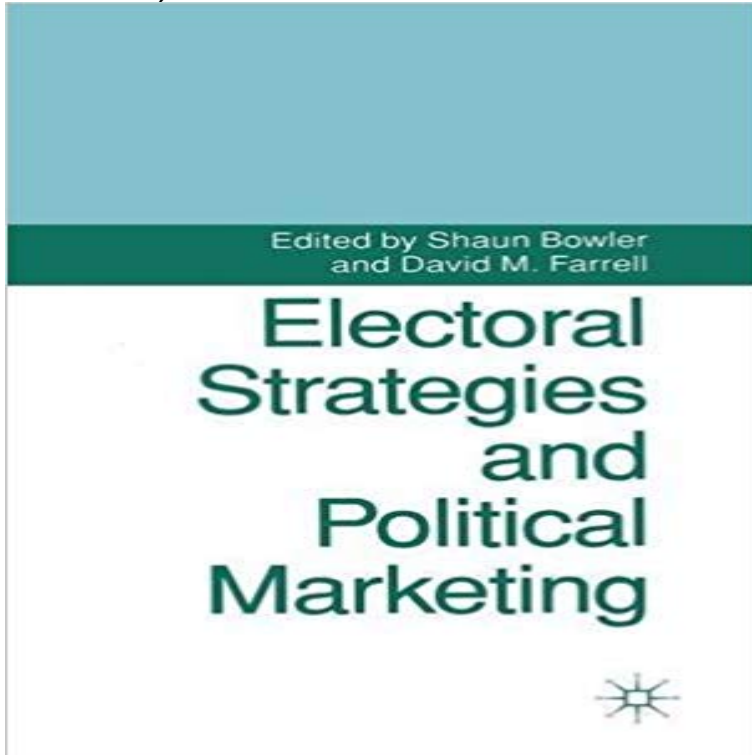


# Electoral Strategies and Political Marketing (Contemporary Political Studies)



Despite the central importance of elections to representative democracy, there is no systematic study available of how exactly the parties wage their election campaigns. Examining recent elections in nine countries across three continents, these case studies, all following a common framework, are written by national experts and are based on detailed interviewing and research of the parties. The book includes a lengthy introduction; a comparative study on campaign effects; and a detailed conclusion.

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