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Political Marketing examines the innovative—and sometimes controversial—uses of contemporary electoral marketing. The book is an essential resource for academics, journalists, and political practitioners, including campaign managers, charity fundraisers, public service managers, party-policy-makers—even candidates.

First published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.

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of the practice, the preparation and process necessary to reach a variety of "publics" and most importantly how to implement actual PR practice. Drawing on his own vast professional experience, his role as a PR commentator on major U.S television networks such as CNN, ABC and FOX, and his network of industry leaders, Public Relations faculty and generations of PR professionals, Seitel presents the industry with dynamism and relevancy.&&

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