

**Ormrod, Robert P.,
Henneberg, Stephan C. M. and
O'Shaughnessy, Nicholas J.:**

**POLITICAL MARKETING.
THEORY AND CONCEPTS.**

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There are many new publications each year dedicated to political marketing. But these deal mostly with a single concept or specific case studies, whether they involve election campaigns in general or selected aspects of them. Only a few aspire to capture political marketing efforts from varying perspectives and offer a more holistic picture of the discipline to readers. This would be understandable were there a number of similar books published in previous years and/or if there were consensus among academics as to how to approach the discipline. But such is not the case with political marketing. And Robert P. Ormrod, Stephan C. M. Henneberg and Nicholas J. O'Shaughnessy have decided to rectify this lack with their new publication *Political Marketing. Theory and Concepts*. The book may be seen as simply responding to the call for a more coherent view of the entire political marketing area. The ambitions of the book are high. The trio of authors already suggests it will make for highly interesting reading. All are academics with a global reputation in political marketing theory.

Robert Ormrod is Associate Professor of Business Economics at Aarhus University in Denmark. His primary research focus is on strategic political marketing, that is, how political market orientation can be integrated

into party organizational structure, party ideology and tools and concepts from political marketing. Stephan Henneberg is Professor of Marketing and Strategy at Manchester Business School, University of Manchester. His research is focused on issues of inter-organizational strategy, business relationships and networks, and political marketing. Nicholas O'Shaughnessy is Professor of Communications at Queen Mary, University of London. His research focus is on political marketing and propaganda. O'Shaughnessy's work has led to a more general curiosity about the social impact and significance of marketing. All of the authors have written many papers, chapters and books crucial to the discipline of political marketing, which have been inspirational for academics around the world.

The book *Political Marketing. Theory and Concepts* provides a critical, valuable understanding of how political parties use marketing to attain their aims. The textbook places an explicit focus on theoretical underpinnings and the cutting-edge concepts employed by political parties. The text's language is clear and easily accessible for an audience of students and novice researchers. As indicated by its title, the book is divided into two sections to do with theoretical issues in political marketing and conceptual issues in political marketing.

Chapters in the first section of the book are devoted to the definition of political marketing, basic political marketing theories and concepts, the political market and the triadic interaction model of political exchange, a critique of political marketing at both the level of practical application and theoretical definition and how researchers have worked with it, the relationship between the use of political marketing and the quality of democracy and ethics in political marketing. The authors' focus is not restricted to political

marketing per se, but also includes broader questions such as the influence of marketing on the functioning of political parties and the shape of democracy.

The second half of the book deals with the various concepts one often encounters in the theory of political marketing. The reader is acquainted with the concepts behind political relationship marketing, strategic political postures, political market orientation, marketing strategy and partly organizational structure, as well as the use of symbolism in political marketing. The final chapter is devoted to research agendas for political marketing and political marketing management.

The book adds up to more than simply the sum of the basic theoretical and conceptual issues present in the authors' earlier work. Readers are also presented with concepts derived from the writings of other authors. A good example would be the work of Jennifer Lees-Marshment described in Chapter 10: Political Market Orientation. Robert Ormrod and Stephan Henneberg are probably the most salient critics (Henneberg 2003, Ormrod 2006) of some portions of her Comprehensive Political Marketing Model (Lees-Marshment and Lilleker 2005). But the model is nevertheless introduced in the textbook free of normative commentary. A point of great added value for the publication lies in the style and formatting of each chapter. Each contains a brief chapter introduction featuring a list of key terms to consider, along with discussion questions, learning summaries and annotated suggestions for further reading. The book is thus suited not only to those with an explicit interest in the

area. It may also be recommended as a basis for undergraduate- and graduate-level lectures on political marketing theory, since the features noted above aid comprehension and understanding of the content and stimulate discussion among students.

The authors of *Political Marketing. Theory and Concepts* have achieved the objective they set themselves at the beginning of the book to take the essential elements of the academic study of political marketing and make them more accessible. A big advantage of the chapters is that they are not limited by tedious introductions to the phenomenon or concept in question. Each chapter offers the chief arguments given by critics of the phenomenon or approach. This makes for a really great textbook from which readers will gain the maximum of information that can be fit into 224 pages. The publication may be recommended to those wishing to become familiar with the fundamental theoretical definition and broad concepts of political marketing.

Sources:

- Henneberg, Stephan C. M. 2003. *Generic Function of Political Marketing*. Working Papers Series. University of Bath (<http://www.bath.ac.uk/management/research/pdf/2003-19.pdf>).
- Lees-Marshment, Jenifer and Lilleker, Darren G., eds. 2005. *Political Marketing: A Comparative Perspective*. Manchester: Manchester University Press.
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