



The idea of political marketing

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O'Shaughnessy, Nicholas J. (1954-)

Henneberg, Stephan C. M.

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Monografía

O'Shaughnessy, Henneberg, and their contributors examine how the theory and practice of marketing has been and can be applied to politics. Particular attention was paid to the theory of political marketing, with conceptual definitions developed to better facilitate communication between marketing professionals and political science researchers

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Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es