



The Mass Marketing of Politics: Democracy in an Age of Manufactured Images

Bruce I Newman

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The Mass Marketing of Politics demonstrates how The United States' contemporary political system is driven by marketing, not ideology, with an emphasis on image over substance, personality over issues, and thirty second sound bites over meaningful dialogue.

This book details how tactics are being used to determine public opinion, win votes and shape public policy in the White House and Congress. The book points out the pitfalls of relying too heavily on marketing as a campaign and governance tool, and offers alternatives.

The Mass Marketing of Politics is provocative and essential reading for anyone interested in North American politics, marketing, political communication, and media studies.

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