Handbook Of Political Marketing Bruce I Newman

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Praeger Handbook of Political Campaigning in the United States [2 volumes] William L. Benoit 2016-02-22 This work peels back the curtain on how political campaigns influence America, covering everything from social media to getting to the Oval Office. • Covers a wide variety of topics related to American political campaigns • Investigates political campaigns and theories of campaigning from multiple perspectives • Discusses strategic use of messaging language and message forms, including debates, television ads, and social media • Features case studies to facilitate understanding • Includes maps, tables, and figures to illustrate key points

Political Campaign Communication Lynda Lee Kaid 1985 No descriptive material is available for this title.

Global Political Campaigning Fritz Plasser 2002 Plasser provides a comparative contextual analysis of recent changes of campaign practices from a worldwide perspective. Based on data of an indepth survey of campaign managers and political consultants from 43 countries, he provides insights into the professional role definitions and strategic orientations determining the future of electioneering in media-centered democracies.

Political Management Jennifer Lees-Marshment 2020-06-01 Political Management lays out the core tools to manage government, campaigns and parties. The first book to combine management concepts with politics and government, it provides core theories for what Political Planning, Political HR, Political Organising, Political Leadership and Political Reviewing involve, illustrated with high level political practitioner interviews, examples and political documents. The text presents the 4 Ds of Political Management - Deliberating, Designing, Doing and Dancing - to convey that Political Management is more of a dance than a march. Even presidents and prime ministers do not have enough formal authority to control the myriad of practitioners, players, processes and policies involved in 21st century governance. In this book, the author demonstrates why political practitioners in campaign teams, parties, government departments and political offices need political management tools to utilise the resources they have available and overcome multiple obstacles that practical politics presents. By offering a clear sense of what political management involves and providing the theoretical frameworks to be used in empirical research, this book will stimulate significant future study. It will be invaluable to practitioners, scholars and students in politics, government, policy, leadership, management, public administration, and political management.

The Oxford Handbook of Historical Institutionalism Adam Sheingate 2016-02-25 Historical institutionalism has deep roots in Political Science and related fields, and crystallized into a distinct research tradition during the 'new institutionalisms' debate that began in the late 1980s. It has since established strong footholds in four large subfields of Political Science: comparative, American, European, and international politics. The present volume is the first to take stock of the tradition's contributions across multiple areas of study, and includes chapters by many of its most prominent practitioners. As the world again grapples with how to understand the short- and long-term consequences of economic crises, revolutions, and newpatterns of governance, historical institutionalism is poised to offer valuable insights into how past events and decisions will shape political trajectories at local, national, and international levels.

The Marketing of the President Bruce I. Newman 1994 "Professor Bruce I. Newman correctly points out that in this information age, a candidate and his staff can test a new issue or idea very quickly, and if it looks salable, arrange to have the candidate get it before the correct bloc of voters in a very short period of time. . . . Newman is also correct in noting that the political party, as an institution, is no longer as dominant in elections. . . . Political junkies will love this material."

--Conservative Review The Marketing of the President documents how political candidates are marketed by the same sophisticated techniques that experts use to sell legal and medical services. Bruce I. Newman addresses issues of serious concern to the health of the political process as he examines the roles of polling, direct mail, 900 numbers, and television in advertising. Using the 1992 presidential election as a case study, this extraordinary volume reveals how the American political process has been transformed--for better or worse--by the use of marketing techniques.

A Research Agenda for Political Marketing Bruce I. Newman 2022-04-12 This Research Agenda documents and establishes the thinking of leading scholars in the field of political marketing and related sub-fields, also encompassing additional social science disciplines that intersect at the crossroads of political marketing.

The Second Chief Executive of Hong Kong SAR Joseph Y. S. CHENG 2013-07-01 Covering the issues about political, economic, social, education and more, this book examines how critical the government is when handling challenges from past to current. With fresh perspectives and unique angles of criticism, the author provides us the clearest look at the government of today. Human Nature and Public Policy A. Somit 2003-07-03 Arguing for an evolutionary perspective, this book directly challenges the Standard Social Science Model (SSSM) on which public policy has often been based. The SSSM maintains that human behavior is solely the product of culture and learning. In sharp contrast, the Evolutionary Model (EM) holds that our behavior flows from the interaction between learning and culture, on the one hand, and biological factors—especially our evolutionary legacy—on the other. These different approaches to human behavior understandably lead to divergent conceptions of sound domestic and foreign policy. The SSSM views human behavior as essentially plastic and thus readily changed by governmental action. Disagreeing, the Evolutionary Model sees that malleability as seriously limited by our species’ evolved propensity for aggression, status seeking, xenophobia, ethnocentrism, and hierarchical social structures.

The Routledge Handbook of Political Management Dennis W. Johnson 2010-03-17 The Routledge Handbook of Political Management is a comprehensive overview of the field of applied politics, encompassing political consulting, campaigns and elections, lobbying and advocacy, grass roots politics, fundraising, media and political communications, the role of the parties, political leadership, and the ethical dimensions of public life. While most chapters focus on American politics and campaigns, there are also contributions on election campaigns in Europe, the Middle East, Russia, Australia, East Asia, and Latin America. In addition to a thorough treatment of campaign and elections, the authors discuss modern techniques, problems, and issues of advocacy, lobbying, and political persuasion, with a special emphasis throughout the volume on
technology, the Internet, and online communications as political tools. Grounded in the disciplines of political science, political communications, and political marketing, the Routledge Handbook of Political Marketing explores the linkages between applied politics and social science theory. Leading American and international scholars and practitioners provide an exhaustive and up-to-date treatment of the state of this emerging field. This publication is a major resource for advanced undergraduates, graduate students, and scholars of campaigns, elections, advocacy, and applied politics, as well as for political management professionals.

**Political Marketing** Kostas Gouliamos 2015-08-25 A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider 'culture' as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, consequently, lead to broad formulation of a 'campaign culture'. Indeed, understanding and adapting 'campaign culture', political culture may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge - sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and 'campaign culture.' Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

**The Mass Marketing of Politics** Bruce I. Newman 1999-07-02 The Mass Marketing of Politics offers up-to-date theory and research findings from academics working in political science, political communications, and political marketing, the Routledge Handbook of Political Marketing explores the linkages between applied politics and social science theory. Leading American and international scholars and practitioners provide an exhaustive and up-to-date treatment of the state of this emerging field. This publication is a major resource for advanced undergraduates, graduate students, and scholars of campaigns, elections, advocacy, and applied politics, as well as for political management professionals.

**Winning Elections with Political Marketing** Philip J Davies 2012-11-12 Find out the real impact political marketing has on the democratic process Winning Elections with Political Marketing is a unique look at the election process on both sides of the Atlantic, providing rare insight into how modern political communication and marketing strategies are used in the United States and the United Kingdom. The leading political researchers present a cross-section of their latest findings, augmented with easy-to-read tables, charts, and figures, and reinforced with extensive references and bibliographies. The book addresses the key issues that define the interplay between political marketing and the electorate in both countries, including advertising, research methods and cross-cultural research results, political choice behavior, imagery management, the integration of business and social science theory, and the impact of political marketing on democracy. While the national election cycles of the two countries may be fundamentally different, their election processes share one thing in common—a trend toward “permanent campaigning” through embedded marketing tactics that’s becoming standard practice in the United States and the United Kingdom. Winning Elections with Political Marketing examines the theoretical underpinnings of political development, the characteristics of a successful political candidate, political marketing from the perspective of the voters, campaign finance regulations, and the effects of technological changes on political communication. Winning Elections with Political Marketing looks at: The Political Triangle determining market intelligence class, rhetoric, and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e-newsletters the advantages of public funding and a study of the United States presidential primaries from 1976 to 2004 Winning Elections with Political Marketing is an essential resource for political practitioners, researchers, and scholars, candidates seeking political office, lobbyists, political action groups, public relations professionals, journalists, fundraisers, advertising specialists, and anyone with an interest in the political process.

**Communication of Politics** Bruce I. Newman 2016-05-06 Learn how political marketing and public relations affect the electoral process! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing examines how communication and marketing experts influence politics. The book reviews the state of the art in political communication management and marketing through a cross-cultural integration of research and theoretical approaches. An international panel of authors presents a comparative assessment of the impact of candidate and party appeals on the electorate, examines case studies from elections in the United States and Europe, and offers innovative models of voter behavior in the United States, Poland, and Slovenia. Communication of Politics provides valuable insights into the mind-set of the modern voter and the importance and effect of the increasing role of communications professionals in the political process and documents the relationship between politicians and communications professionals working in electoral committees, political parties, governments, government agencies, consultancies, and polling agencies. Topics addressed by the international panel of scholars and practitioners include: a critical assessment of strategies used in the 2000 United States Presidential election branding as a means of establishing party values and winning support the expanding roles of polls, focus groups and Internet-based research on elections the relationship between foreign affairs/diplomacy and media/public relations Quangos (Quasi-Autonomous Non-Governmental Organizations) and much more! Communication of Politics: Cross-Cultural Theory Building in the Practice of Public Relations and Political Marketing presents the latest findings, augmented with easy-to-read tables, charts, and figures, and reinforced with extensive references and bibliographies. The book addresses the key issues that define the interplay between political marketing and the electorate in both countries, including advertising, research methods and cross-cultural research results, political choice behavior, imagery management, the integration of business and social science theory, and the impact of political marketing on democracy. While the national election cycles of the two countries may be fundamentally different, their election processes share one thing in common—a trend toward “permanent campaigning” through embedded marketing tactics that’s becoming standard practice in the United States and the United Kingdom. Winning Elections with Political Marketing examines the theoretical underpinnings of political development, the characteristics of a successful political candidate, political marketing from the perspective of the voters, campaign finance regulations, and the effects of technological changes on political communication. Winning Elections with Political Marketing looks at: The Political Triangle determining market intelligence class, rhetoric, and candidate portrayal voter perceptions the role of President as party leader lobbying constituent communication voter behavior grass roots campaigns political consulting the Internet and e-newsletters the advantages of public funding and a study of the United States political marketing.
Voices of African-American Teen Fathers provides an understanding of these young fathers on their own terms and suggests theoretical frameworks, assessment tools, and effective interventions to develop a plan of action to help African-American adolescent fathers fulfill their roles. Helpful appendices, including an interview guide and biographies of the participants, are included, as are six tables that make complex information easy to access and understand. Voices of African-American Teen Fathers examines tough issues, including: intimate, amicable, or antagonistic relationships with their children’s mothers; relationships with their own mothers and fathers; racism and discrimination; and child support loss of independence transportation problems drugs socioeconomic issues and much more. Voices of African-American Teen Fathers is an invaluable resource for counselors, family educators, academics, caseworkers, human service professionals, and interested readers. A Theory of Political Choice Behavior Bruce I. Newman 1987 The first book to examine voter behavior from both psychological and marketing perspectives, A Theory of Political Choice Behavior provides the tools politicians need to understand today's voter. It puts forth a comprehensive theory of voting behavior and empirically tests it on four recent elections; its prediction rate is as high as 95 percent in some cases. Section A examines the need to understand voter behavior and analyzes the traditional methods researchers have used in the past; Section B puts forth the author's new theory; Section C tests the theory; and Section D describes its implications for the present and for the future. A Theory of Political Choice Behavior takes policymakers as well as media people, their campaign strategists on all levels, this volume also includes sample surveys which pollsters can use to design their own polls. The Routledge Companion to Advertising and Promotional Culture Matthew P. McAllister 2013-02-11 The Routledge Companion to Advertising and Promotional Culture provides an essential guide to the key issues, methodologies, concepts, debates, and policies that shape our everyday relationship with advertising. The book contains eight sections: Historical Perspectives considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice. Political Economy examines how market forces, corporate ownership, and government policies shape the advertising and media promotion environment. Globalization presents work on advertising and marketing as a global, intercultural, and transnational practice. Audiences as Labor, Consumers, Interpreters, Fans introduces how people construct promotional strategies in different social domains, including politics, music, housing, and education. Everyday Life highlights how a promotional ethos and advertising initiatives pervade self image, values, and relationships. The Environment interrogates advertising's relationship to environmental issues, the promotional efforts of corporations to construct green images, and mass consumption's relationship to material waste. With chapters written by leading international scholars working at the intersections of media studies and advertising studies, this book is a go-to source for those looking to understand the ways advertising has shaped consumer culture, in the past and present. The Marketing Revolution in Politics Bruce I. Newman 2016-01-08 In 2008, Barack Obama’s presidential campaign used an innovative combination of social media, big data, and micro-targeting to win the White House. In 2012, the campaign did it again, further honing those marketing tools and demonstrating that political marketing is on the cutting edge when it comes
to effective branding, advertising, and relationship-building. The challenges facing a presidential campaign may be unique to the political arena, but the creative solutions are not. The Marketing Revolution in Politics shows how recent US presidential campaigns have adopted the latest marketing techniques and how organizations in the for-profit and non-profit sectors can benefit from their example. Distilling the marketing practices of successful political campaigns down into seven key lessons, Bruce I. Newman shows how organizations of any size can apply the same innovative, creative, and cost-effective marketing tactics as today’s presidential hopefuls. A compelling study of marketing in the make-or-break world of American politics, this book should be a must-read for managers, students of marketing and political marketing, and anyone interested in learning more about how presidential campaigns operate. Winner of the 2016 International Book Award in the "Business: Marketing & Advertising" category.

Political Marketing in Retrospective and Prospective Christine B. Williams 2014-06-11 Political marketing coalesced as a subfield in the mid-1990s, and in 2002 the Journal of Political Marketing began publication. This anniversary collection reviews began publication. This anniversary collection reviews the existing theory, empirical evidence and practice of political marketing and explores emerging topics and lines of inquiry within the field. While political candidates and their campaigns are a major focus, it also considers the broader range of issue advocacy and lobbying. The selections expand beyond the U.S. context to offer a much needed comparative perspective. The volume includes material on the effects of new media and technology, posing questions about their direction and consequences for political actors and institutions, citizens and governmental systems. Collectively, the chapters illustrate the breadth and depth of a maturing field of inquiry, taking the reader through a retrospective and prospective examination of the intellectual grounding and scholarship that comprise political marketing. This book was published as a special issue of the Journal of Political Marketing.

The Log-cabin Campaign Robert Gray Gunderson 1977 The presidential campaign of William Henry Harrison and John Tyler was described in 1840 as the most memorable ever known to party annals in this country. This book describes its events from the opening roar of cannon for the Whig standard bearers in the log-cabin and hard-cider campaign to the death of Harrison soon after he took office.

Political Marketing Jennifer Lees-Marshment 2014-05-09 Substantially revised throughout, Political Marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice, and encourages reflection on how it should be used in the future. Features and benefits of the second edition: New chapters on political branding and delivery marketing; Expanded discussion of political public relations, crisis management, marketing in the lower levels of government and volunteer-friendly organizations; Examination of the new research on emerging practices in the field, such as interactive and responsive leadership communication, mobile marketing, co-creation market research, experimental and analytic marketing, celebrity marketing and integrated marketing communications; Extensive pedagogical features, including 21 detailed case studies from around the world, practitioner profiles, best practice guides, class discussion points, an online resource site and both applied and traditional assessment questions Written by a leading expert in the field, this textbook is essential reading for all students of political marketing, parties and elections and comparative politics. This book is supported by an online resource site, www.political-marketing.org/, which is annually updated with new academic literature, audio/visual links and websites that provide further reading and links to clips for use in teaching political marketing.

Political Marketing Robert P. Ormrod 2013-05-13 Electronic inspection copies are available for instructors Political Marketing: Theories and Concepts provides students with a valuable and critical understanding of how political parties use marketing to attain their aims. Unlike other textbooks, this text explicitly focuses on the theoretical underpinnings and cutting edge concepts used by political parties, allowing students to gain key insights into how they win elections and
remain in power. With an engaging and thought provoking topic selection, these field-leading authors have ensured that this often complex and theoretically advanced topic is clearly accessible for a student audience and novice researchers. Key features of each chapter include: - Short chapter introduction and learning summaries - Discussion questions to share in the classroom - Annotated suggestions for further reading - Lists of key terms to consider This text is essential reading for advanced undergraduate and postgraduate students on political marketing courses. Dr Robert P. Ormrod, University of Aarhus, Denmark Dr Stephan C. Hennberg, University of Manchester Professor Nicholas J. O'Shaughnessy, Queen Mary, University of London Political Marketing Kostas Gouliamos 2013-11-12 A guiding principle in creating Political Marketing has been to examine the ways in which culture, politics, and society interrelate in the field of political marketing. In the course of the book, the editors and contributors consider ‘culture’ as a distinctive concept with transformative capacities that need further and deeper development in the engineering of the political marketing process. This may be introduced and, variously, developed in the interconnection of a broad range of issues and adapting a broader ‘campaign culture’, political marketing models may be seen as sets of pathways of key resources resulting viability in human assets, forms of influence, class stratification, alternative flows of information or networking and intercultural knowledge – sharing activity. This book consists of 18 chapters which deal with aspects of political marketing and ‘campaign culture.’ Theoretical chapters are found first, followed by two chapters that deal with theoretical issues which became a subject of research. Next presented are the articles that study aspects of electoral behavior, followed by the papers that analyze aspects of nationalism & national identity. Finally, the book concludes with three case studies on various issues in political marketing.

Routledge International Handbook of Consumer Psychology Catharine V. Jansson-Boyd 2016-11-18 This unique handbook maps the growing field of consumer psychology in its increasingly global context. With contributions from over 70 scholars across four continents, the book reflects the cross-cultural and multidisciplinary character of the field. Chapters relate the key consumer concepts to the progressive globalization of markets in which consumers act and consumption takes place. The book is divided into seven sections, offering a truly comprehensive reference work that covers: The historical foundations of the discipline and the rise of globalization The role and nature of marketing decision making, attitudes and behavior in the period of globalization The particularities of online settings in framing and affecting behavior The Routledge International Handbook of Consumer Psychology will be essential reading for anyone interested in how the perceptions, feelings and values of consumers interact with the decisions they make in relation to products and services in a global context. It will also be key reading for students and researchers across psychology and marketing, as well as professionals interested in a deeper understanding of the field.

Routledge Handbook of Political Marketing Jennifer Lees-Marmont 2012-03-12 With the Obama campaign universally acknowledged as the most successfully marketed presidential campaign of all time, the future of political marketing is fiercely contested, provoking a wealth of high quality scholarship from across the globe. This work provides an accessible introduction to the field, international context and authorship, which will inform the direction of future research. Routledge Handbook of Political Marketing contains cutting-edge contributions written by academic experts and informed practitioners, but will also have a cohesive structure, containing emerging areas and authors alongside established ones. The handbook addresses the practicalities as well as the broader impact of political marketing on politics including its role in the changing relationship between political leaders, parties and voters. With each chapter providing a comparative and carefully structured discussion of a key topic, the handbook examines issues within the following broad themes: Understanding the market, gathering ideas, and debate Product development, branding and strategy Internal Marketing Communicating and connecting with the public Government Marketing - delivery, policy and leadership With each chapter written to a common template presenting new research and contemporary case studies, the handbook combines a succinct presentation of the latest research with an accessible and systematic format that will be of great interest to scholars and practitioners alike.

Handbook of Party Politics Richard S Katz 2006-01-05 'This thoughtfully and wide-ranging review of parties and party research contains contributions from many of the foremost party scholars and is a must for all library shelves' - Richard Luther, Keele University 'The study of political parties has never been livelier and this genuinely international Handbook – theoretically rich, comparatively informed, and focused on important questions – defines the field. This volume is both an indispensable summary of what we know and the starting point for future research' - R K Carty, University of British Columbia 'Political parties are ubiquitous, but their forms and functions vary greatly from regime to regime, from continent to continent, and from era to era. The Handbook on Party Politics: A Comparative Introduction provides an up-to-date overview of this and, in addition, fills a gap in the literature regarding the changing nature of political parties' - Kaare Strom, University of California, San Diego Political parties are indispensable to democracy and a central subject of research and study in political science around the world. This major new handbook is the first to comprehensively map the state-of-the-art in contemporary party politics scholarship. The Handbook is designed to: - provide an invaluable survey of the major theories and approaches in this dynamic area of study and research - give students and researchers a concise ‘road map’ to the core literatures in all the sub-fields of party related theorizing and research - identify the theories, approaches and topics that define the current ‘cutting edge’ of the field. The Handbook is comparative in overall approach but also addresses some topics to be addressed by a single discipline or region specifcally. It brings together the world’s leading party theorists to provide an unrivalled resource on the role of parties in the pressing contemporary problems of institutional design and democratic governance today.

Political Marketing Jennifer Lees-Marmont 2014-05-09 Substantially revised throughout, Political Marketing second edition continues to offer students the most comprehensive introduction to this rapidly growing field. It provides an accessible but in-depth guide to what political marketing is and how it is used in practice, and encourages reflection on how it should be used in the future. Features and benefits of the second edition: New chapters on political branding and delivery marketing; Expanded discussion of political public relations, crisis management, marketing in the lower levels of government and volunteer-friendly organizations; Examination of the new research on emerging practices in the field, such as interactive and responsive leadership communication, mobile marketing, co-creation market research, experimental and analytic marketing, celebrity marketing and integrated marketing communications; Extensive pedagogical features, including 21 detailed case studies from around the world, practitioner profiles, best practice guides, class discussion points, an online resource site and both applied and traditional assessment questions Written by a leading expert in the field, this textbook is essential reading for all students of political marketing, parties and elections and comparative politics. This book is supported by an online resource site, www.political-marketing.org/, which is annually updated with new academic literature, audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing.

The SAGE Handbook of Political Communication 2012-04-03 This authoritative and comprehensive survey of political communication draws together a team of the world’s leading scholars to provide a state-of-the-art review that sets the agenda for future study. It is divided into five sections: Part One: explores the macro-level influences on political communication such as the media industry, new media, technology, and political systems Part Two: takes a grassroots perspective of the influences of social networks - real and online - on political communication Part Three: discusses methodological advances in political communication research Part Four: focuses on power and how it is conceptualized in political communication Part
Five: provides an international, regional, and comparative understanding of political communication in its various contexts. The SAGE Handbook of Political Communication is an essential benchmark publication for advanced students, researchers and practitioners in the fields of politics, media and communication, sociology and research methods.

*See How They Ran* Gil Troy 2012-09-18 See How They Ran explores why candidates campaign as they do, why Americans complain about it, and what these evolving patterns and changing images tell us about American democracy itself. On the eve of every election, many Americans become convinced that this presidential campaign is worse than it has ever been. Frustrated, we long for the good old days of dignified campaigns and worthy candidates. However, as Gil Troy’s fascinating history demonstrates, they never existed. Originally, candidates did not run for office, but awaited the people’s call in dignified silence. When Stephen Douglas campaigned in 1860, he pretended to be visiting his mother as he traveled, not actively campaigning. In the post-1945 world, however, both Democratic and Republican candidates have stopped to kiss babies, donned hard hats, and pumped hands along the campaign trails. From the founding of our nation, Americans have wanted a leader who is simultaneously a man of the people and a man above the people. In See How They Ran, Troy shows that our disappointment with current presidential campaigns is simply the latest chapter in a centuries-long struggle to make peace with the idea of leadership in a democratic society. This is an engrossing and essential read.

*Political Marketing* Zakari Bukari 2020-09-25 Political marketing is part and parcel of political life. Politicians, government and council departments have incorporate marketing in their pursuit of political goals. They are aware when deciding on policies and service deliverances; understand people they serve and seek votes from them and thus create new segments to target and creation of the political brand to develop an attractive vision. The objectives of this study are to examine voters’ behaviour, the role of loyalty, trust, and voting intention in selecting political leaders in Ghana. Data gathered from 520 eligible voters who have voted at least two times. Structural Equation Modeling Smart PLS was employed generate the findings. The outcome revealed that, candidate personality, epistemic value, contingency situation and political issues have a positive and significant influence on voting intention. However the social imagery had no effect on voting intention from the voters’ perspectives. Voters’ loyalty and trust moderates voting intention on the aggregate level. This finding suggested that political issues engagement with voter audience need to be revisited through civic education. Given the importance that democratic societies placed on citizens’ participation in an electoral process. Incorporating their views, opinions and feelings on trust and loyalty to a party on their voting intention will offers an empirical dimension to the evaluation of voters’ behaviour and also help the leadership of the various political parties in Ghana in their quest to develop appropriate strategies with the so aim of winning election. As marketers do to win their customers against their competitors.