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THE POLITICAL MARKETING REVOLUTION: TRANSFORMING THE GOVERNMENT OF THE UK (PAPERBACK)



MANCHESTER UNIVERSITY PRESS, United Kingdom, 2004. Paperback. Condition: New. New.. Language: English . Brand New Book This book shows how British politics is being transformed from a leadership-run system to one dictated by public needs and demands. No longer confined to party politics, organisations including the monarchy, the BBC, universities, local councils, charities and the Scottish Parliament are adopting the tools of market intelligence to understand their market needs and demands. The political marketing revolution raises many questions, such as...

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