

LIBYAN INTERNATIONAL MEDICAL UNIVERSITY
FACULTY OF BUSINESS ADMINISTRATION



POLITICAL MARKETING AND DEMOCRACY

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INTRODUCTION


Chapter 8 “Political Marketing and Democracy” is the final chapter of this book. It is written over 10 pages and it gives explanation about the four topics; the advanced model of political marketing; an application, political marketing; implications for democracy, paradox of freedom in democratic countries, and, ideological extremity and populism. The chapter should give the reader a detail coverage of those topics with the examples.







The advanced model of political marketing; an application

The authors explain how the political marketing can be found at various areas of modern politics, such as planning and managing political election campaigns. It is mentioned that a good communication and message reception among the candidates and voters is important, as well as the fulfilling the political campaign promises in order to achieve support and loyalty from citizens.






The most important information in this part of chapter is the affect of the good communication among politicians and public, as well as the respect set for the citizens from the politicians.





Political marketing; implications for democracy:


First, here is explained how the information and the possibility to widely and quickly spread any and all information, led to development of politics and political marketing. The use of media is mentioned and how it shapes public opinion. It is mentioned that the shaping of the public mind and the opinion can also have some bad consequences.





Paradox of freedom in Democratic countries


Here it is said how the foundation of the democracy is the freedom of a person which allows anyone to create and assure more. The limitations to freedom are being mentioned and supported by examples of some countries like Soviet Union and other communistic countries. To present a difference, the freedom of expression in US is mentioned.





Ideological extremity and populism

Here author explained how the political parties either lead or follow the ideology as well as the public with them. The difference of political parties have been explained and their idea and level of influence on the public. The examples of those parties have been given in order of better understanding for the reader.





Conclusion

This chapter gives a lot of historical information about the mentioned topics and it gives a good and understandable insight into the political marketing and democracy. It is a very educational piece and it has provided me with the helpful information about the origins and development as well as the influence of political marketing and democracy





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**THANK
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