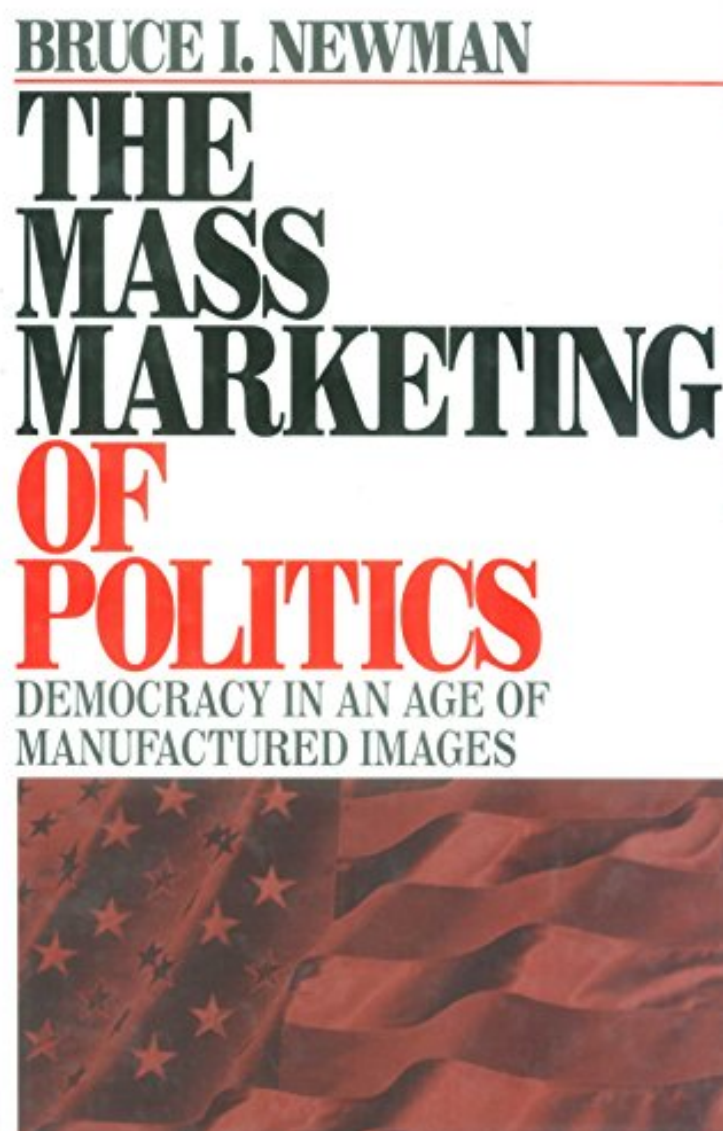


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The Mass Marketing of Politics: Democracy in an Age of Manufactured Images

Bruce I Newman

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Bruce I Newman : The Mass Marketing of Politics: Democracy in an Age of Manufactured Images before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Mass Marketing of Politics: Democracy in an Age of Manufactured Images:

2 of 2 people found the following review helpful. Thorough, Pervasive and Thought-Provoking By Hamilton Jackson Truman
The author does a fairly thorough analysis of the role of the media in American politics in recent history as well as touches on how special interests fit into that role. A disclaimer explaining that these analyses are replete with

tidbits that not-so-covertly reveal his political ideas and leanings should be provided at the beginning of the book in bold neon font. Though not really what I might call a page-turner, it gets the job done, and future predictions certainly give one something to ponder in the period of nearly unpalatable political pandering. This book is sure to provide material to continue the rich tradition of polemicizing about the state of American politics.

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.

" Bruce Neuman has written an incisive account of the role that marketing plays in contemporary politics. He argues persuasively that mass marketing techniques are profoundly changing and corroding American politics. His book provides an insightful analysis of the ways in which marketers have transformed the presidential election." "Bruce Neuman has written an incisive account of the role that marketing plays in contemporary politics. He argues persuasively that mass marketing techniques are profoundly changing and corroding American politics. His book provides an insightful analysis of the ways in which marketers have transformed the presidential election." -- Richard M. Perloff "Bruce Neuman has written an incisive account of the role that marketing plays in contemporary politics. He argues persuasively that mass marketing techniques are profoundly changing and corroding American politics. His book provides an insightful analysis of the ways in which marketers have transformed the presidential election." -- Richard M. Perloff "Bruce Neuman has written an incisive account of the role that marketing plays in contemporary politics. He argues persuasively that mass marketing techniques are profoundly changing and corroding American politics. His book provides an insightful analysis of the ways in which marketers have transformed the presidential election." -- Richard M. Perloff "Bruce Neuman has written an incisive account of the role that marketing plays in contemporary politics. He argues persuasively that mass marketing techniques are profoundly changing and corroding American politics. His book provides an insightful analysis of the ways in which marketers have transformed the presidential election." (Richard M. Perloff)