

Sidney Blumenthal

The Permanent Campaign

Inside the World of Elite
Political Operatives



The Permanent Campaign Inside The World Of Elite Political Operatives

Jesper Stromback, Spiro Kiouisis



The Permanent Campaign Inside The World Of Elite Political Operatives:

The Permanent Campaign Sidney Blumenthal, 1980 *The Rise of the President's Permanent Campaign* Brendan J. Doherty, 2012-08-21 While the presidency has always been a political office the distinction between campaigning and governing has become increasingly blurred in recent years Yet no one until now has documented the phenomenon of the permanent campaign and analyzed its impact on the executive office In this eye opening book Brendan Doherty provides empirical evidence of the growing focus by American presidents on electoral concerns throughout their terms in office clearly demonstrating that we can no longer assume that the time a president spends campaigning for reelection can be separated from the time he spends governing To track the evolving relationship between campaigning and governing Doherty examines the strategic choices that presidents make and what those choices reveal about presidential priorities He focuses on the rise in presidential fundraising and the targeting of key electoral states throughout a president's term in office illustrating that recent presidents have disproportionately visited those states that are important to their political prospects while largely neglecting those without electoral payoff He also shows how decisions about electoral matters previously made by party officials are now made by voter conscious operatives within the White House Doherty analyzes what these changing dynamics portend for the nature of presidential leadership contending that while such strategies can at times strengthen a president's hand they can also undermine his role as a unifying national leader heighten public cynicism and limit prospects for bipartisan compromise He further shows how trends in presidential fundraising undermine the conventional understanding of the predatory relationship between the president and his party Drawing on new systematic evidence of presidential fundraising and travel archival research at presidential libraries and accounts by presidents and their aides Doherty musters a mountain of evidence to offer an objective comprehensive argument about the causes indicators and implications of the rise of the permanent campaign as no previous book has done an evenhanded account that seeks to disparage no individual president Concise and accessible *The Rise of the President's Permanent Campaign* engages crucially important questions about the development of the presidency as well as larger normative questions about what we want in a leader as it challenges the convention in political science that has long kept most scholarship on presidential campaigns separate from the study of the presidency itself

Permanent Campaigning in Canada Alex Marland, Thierry Giasson, Anna Lennox Esselment, 2017-06-28 Election campaigning never stops That is the new reality of politics and government in Canada where everyone from staffers in the Prime Minister's Office to backbench MPs practise political marketing and communication as though each day were a battle to win the news cycle *Permanent Campaigning in Canada* examines the growth and democratic implications of political parties relentless search for votes and popularity and what constant electioneering means for governance With the emergence of fixed date elections and digital media each day is a battle to win mini contests the news cycle public opinion polls quarterly fundraising results by elections and more The contributors case

studies reveal how political actors are using all available tools at their disposal to secure electoral advantage This is the first study of a phenomenon including the use of public resources for partisan gain that has become embedded in Canadian politics and government **Relational Political Marketing in Party-Centred Democracies** Helene P.M.

Johansen,2016-04-08 This book offers a critical re thinking of the way in which traditional market logic derived from mainstream economics and managerial marketing has for decades commonly been applied in the theoretical understanding of democratic politics within influential quarters of political science and in later years also the relatively new but rapidly expanding field of political marketing Such approaches are founded on the assumption that all markets are driven exclusively by exchange dynamics and this has in turn rendered the most basic workings of co production and participation oriented party centred political systems theoretically invisible The author starts by providing a thorough and wide ranging critical assessment of the theoretical underpinnings of the contemporary political marketing literature and its market based political science antecedents Using a relationship marketing perspective the author goes on to offer a re conceptualisation of these political spheres in terms of markets which addresses the theoretical inadequacies of prior research She closes by examining some of the most important practical implications that this alternative approach to party centred politics may have for the marketing efforts of contemporary membership parties This book is essential reading to all those interested in party centred politics and political marketing as well as democratic theorists and students of political theory in general **International**

Bibliography of Social Science International Committee for Social Science Information and Documentation,1984-03-15

First published in 1984 Routledge is an imprint of Taylor Francis an informa company **Political Communication**

Carsten Reinemann,2014-07-28 Against the background of an enormous expansion and diversification of both political communication itself and scientific research into its structures processes and effects this volume gives an overview of some of the key theories and findings accumulated by political communication research over the last decades In order to do so the volume provides readers with review articles by renowned international authors on various aspects of I the normative regulatory and conceptual foundations of political communication II different situations of political communication e g elections referendums social movements media hypes crisis and war III the activities of and part played by political actors IV mass media and journalism V characteristics and typical features of media messages VI the role played by citizens as well as VII various kinds of effects on citizens Each section includes several chapters that address specific issues and research problems in the form of comprehensive overviews articles **Handbook of Political Communication Research** Lynda

Lee Kaid,2004-07-19 This volume brings together the major thrusts of research and theory in political communication For scholars researchers students in political communication mass communication and political science and for readers in public opinion political psychol *Political Marketing in the United States* Jennifer Lees-Marshment,Brian Conley,Kenneth

Cosgrove,2014-08-28 Political Marketing in the United States explores how politicians and parties utilize marketing concepts

and tools providing an up to date and broad overview of how marketing permeates U S politics The volume focuses on current and recent elections and leaders and covers a range of topics including market research marketing parties and volunteers strategy and branding communications delivery and marketing in government The main themes and objectives of the book are to cover New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing It is a must read for students and scholars of political parties political communication applied politics and elections

Political Public Relations Jesper Stromback, Spiro Kioussis, 2011-05-18 Political Public Relations maps and defines this emerging field bringing together scholars from various disciplines political communication public relations and political science to explore the area in detail The volume connects differing schools of thought bringing together theoretical and empirical investigations and defines a field that is becoming increasingly important and prominent It offers an international orientation as the field of political public relations must be studied in the context of various political and communication systems to be fully understood As a singular contribution to scholarship in public relations and political communication this work fills a significant gap in the existing literature and is certain to influence future theory and research

Opinion Polls and the Media C. Holtz-Bacha, J. Strömbäck, 2012-04-05 Opinion Polls and the Media provides the most comprehensive analysis to date on the relationship between the media opinion polls and public opinion Looking at the extent to which the media through their use of opinion polls both reflect and shape public opinion it brings together a team of leading scholars and analyzes theoretical and methodological approaches to the media and their use of opinion polls The contributors explore how the media use opinion polls in a range of countries across the world and analyze the effects and uses of opinion polls by the public as well as political actors

Reviewing **The Permanent Campaign Inside The World Of Elite Political Operatives**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**The Permanent Campaign Inside The World Of Elite Political Operatives**," an enthralling opus penned by a very acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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