Dr. Jennifer Lees-Marshment - CV
www.lees-marshment.org

EDUCATIONAL QUALIFICATIONS
1999 PhD Keele University, Department of Politics
1998 Teaching Certificate in Higher Education Keele University, Department of Education
1997 MA (Econ.) European Politics & Policy, with Distinction, Manchester University, Department of Government
1996 BA American Studies & History, First-Class Honours Keele University

APPOINTMENTS
2010 Senior Lecturer over the bar Auckland University
2005 Senior Lecturer Auckland University - Department of Political Studies New Zealand
2005 Senior Lecturer Keele University
2003 Lecturer B Keele University
2002 Lecturer A Keele University - Department of Management England UK
2001-2 Lecturer A Aberdeen University - Department of Management
2000-1 Research Assistant Aberdeen University - Department of Politics and IR Scotland UK
1997-2000 Graduate teaching assistant Keele University - Department of Politics England UK

RESEARCH, TEACHING & SERVICE OVERVIEW

Research
- Research interests in political leadership, market research, deliberation, consultation and democracy
- Established international expertise in political marketing
- Practitioner-academic link through events, publications and research
- Productive publisher

Teaching interests
- Political marketing; Political leadership and political advisors; Media, Public opinion and propaganda; Government communication; Public consultation and deliberation; Political parties; Comparative Politics; Politics in practice
- Philosophy of collaborative or co-producer teaching, interactive lectures and practically relevant teaching
- Political marketing training for practitioners

Service interests
- Pioneering and nurturing leadership, involving creation of new groups, organisations, networks; conference/workshop organisation; and support of new scholars

PUBLICATIONS

Books
Monographs

Sole-authored textbook

Sole-edited

Co-edited

Edited special journal issues

In progress
Lees-Mashement, J. Integrating Public Input into Political Leadership: Listen, but then lead monograph contracted by Palgrave Macmillan for the Palgrave studies in Political Leadership series, Series editors L Helms, R Elgie, T Inoguchi, B Kellerman, G Peele and B Rockman

DISTINCTIONS
International expenses paid invitations – Keynotes/Visiting professorships
Distinguished Visiting Scholar, University of Suffolk, Boston, USA, sponsored by the College of Arts and Sciences, the John Joseph Moakley Institute, and the Institute for Diversity in Civic Leadership, March 29-4 April 2011
Invited participant, Deliberative democracy in Australasia: connecting research and practice. An invited workshop for leading researchers and practitioners from Australasia, Europe and North America, hosted by Centre for Citizenship and Public Policy, University of Western Sydney, February 3-5 2011
Visiting professorship, Department of Political Science, Masaryk University, Brno and Department of Politics and European Studies, Palacký University, Olomouc, Czech Republic, 21-28 November 2010
Keynote, UiTM (University of Technology Maria), Malaysia, ‘The political marketing game: What really wins elections?’ 22 July 2009
Visiting professorship, Centre for the Study of Democratic Citizenship, Department of Political Science, McGill/Laval University, Canada, 21 May-4June 2009
Keynote, Political Marketing Practice and Research in Canada Workshop, CPSA (Canadian political science association), ‘The political marketing game: What really wins elections?’ 27 May 2009
Keynote, The Democracy Week Conference, Mid-Sweden University, Sundsvall, Sweden ‘Political marketing: the key to electoral success or cause of democratic turmoil?’ 6-10 September 2004

Domestic or part/non-funded invitations
‘Political marketing 2011: to what extent did National and Labour play the game effectively?’ Invited presentation for The 2011 Post-election and electoral referendum conference Victoria University of Wellington Thursday 16 February 2012
City University staff and students of Journalism, Sociology and International Politics, lecture entitled ‘The political marketing game: playing it to win and help democracy’, UK, March 2010
Canadian communications association, Carleton University, presentation entitled ‘Political marketing communication: perspectives from global practitioners’ May 2009
Institute of Communication Studies, Leeds University, lecture entitled ‘The Political Marketing Revolution and a citizen-driven state’ 2005
London School of Economics Graduate Conference The British General Election; expenses paid presentation ‘Political marketing and the UK Election: the triumph of the political consumer or a return to salesmanship?’ April 2005
Department of Media and Communications studies, Mid-Sweden University, Sundsvall, Sweden lecture entitled ‘The Political Marketing Revolution: is marketing transforming politics? September 2004
National Europe Centre, Australian National University, presentation entitled "Marketing British political parties from Thatcher to Blair: the potential and pitfalls of political marketing’ 2003
UCAN’s Centre for Government Communication, Australia, Inaugural lecture entitled “Substance not spin: political marketing as a relationship between citizens and the government’ 2003
Media

Featured in television, radio, newspaper and magazine articles in the UK, US, New Zealand, Australia, Canada, Portugal, Poland, Slovakia, the Czech Republic, India and Thailand, such as:

Interviewed for and quoted in the US newspaper *Washington Post* for article by the Associated Press entitled ‘New Zealand Prime Minister John Key wins second term’ November 26 2011

Commentator for a blog *Shopping for votes* on political marketing by the *Toronto Star*, Canada, 2011 (see http://thestar.blogs.com/votes/; and http://www.thestar.com/article/955550)

Interviewed by NZ Fairfax journalist Danya Levy and quoted in article ‘John Key: Safe hands, forked tongue?’ by Danya Levy and Paloma Migone, published online with other versions in the newspapers *Southland Times* and *Manawatu Standard* http://www.stuff.co.nz/national/politics/5939285/John-Key-Safe-hands-forked-tongue, 10 November 2011

Interviewed about political marketing for blogger Benedict Pringle – called ‘undoubtedly one of the foremost academic writers on political marketing in the world’ http://politicaladvertising.co.uk/2011/02/28/interview-with-jennifer-lees-marsham/, February 2011

Interviewed by Indian journalist Rizwan Mohammed for an article ‘Political icons’ in *Motherland* magazine, India, Volume 02. Issue 03. 2011. pp. 68-75

Interviewed live on Czech TV with fellow conference speaker Aaron Ringel about political marketing, November 2010 Citation and discussion of market-oriented and sales-oriented parties in the Canadian context, in ‘From sales to marketing: the evolution of the marketing pitch’ by Alex Marland and Susan Delacourt, *Policy options*, Canada, September 2009 pp. 47-51


Interviewed in TV3 national news story about John Key/National’s use of facebook 24-02-2008

Member of TV Panel discussion on 2008 election campaign, TVNZ Media 7, October 2008 <http://tvnz.co.nz/sunday/news/post-election-special-2356229/video>


Interviewed about political marketing by Portugeuse online magazine, Marketing portal www.mktonline.net, 2008

Radio roundtable, *Radio New Zealand*, on Blair’s departure and Brown’s ascendancy as UK Prime Minister, Sunday group, hosted by Chris Laidlaw, 1 July 2007

Magazine article, ‘Partia Zorientowana Rynkowo,’ article written about political marketing for Polish magazine Marketing Polityczny, 2006

Interviewed for newspaper article Pravda in Slovak Republic September 2006

Paid Radio UK 2005 Election night Commentator for BBC Radio Stoke 2005

Interview on Australian National Radio by veteran interviewer, Geraldine Doogue (http://www.abc.net.au/rn/talks/im), 2003

Community and practitioner work

Auckland University Centre for Continuing Education election seminar - presentation ‘Playing the Political Marketing Game with principles as well as pragmatism? An assessment of National and Labour against international practice’ 12 October 2011

Meeting and discussion with the Australian Political Exchange (http://www.polexchange.org.au/) 2011 delegation to New Zealand, on *The Political Marketing Game*, Auckland, Friday 15 July.

Practitioner training day *Political marketing* delivered to practitioners in Massachussets, via the Moakley Institute and Suffolk University, Boston, USA, April 1, 2011

Short course *Political Marketing: Managing Public Perceptions* course delivered in Wellington via Victoria and Auckland CCE to a range of practitioners including parliamentary secretaries and government ministerial staff February 18 2010

Malaysian Prime Minister, formal meeting to discuss political marketing, at his request, Wednesday 22 July 2009

New Zealand opposition leader John Key (now Prime Minister), two informal meetings with to discuss political marketing, the second at his request, 2007-8


Citation and application of model in ‘Leading from the top’, by Roy Langmaid from Promise Labour government advisor http://www.mad.co.uk/Main/News/Disciplines/Marketing/Articles/e57452e34386487ab7b4a93019da965c/Leading-from-the-top.html 2006

Invited/paid lecturer on political marketing and the 2005 election to the Chartered Institute of Marketing Specialist sub-group of senior management, Warwick University, UK 2005

Talk to PRIA (Public Relations Institute of Australia), at the Canberra Press Club, on political marketing 2003

Involvement of practitioners in academic workshops and conferences.

For example the 2010 APSA political marketing short course included a practitioner keynote and debates, including advisors to Canadian Prime Minister Stephen Harper and US Presidents George W Bush and Barack Obama.

The UK PSA PMG 2005 conference included speakers from the Electoral Commission, Hansard Society, The BBC Politics Show, Political Editor for ITV News, Head of Labour’s Political Strategy, Deputy Director of the Conservative Research Department and Marketing Director for the Tories.
LEADERSHIP

Event and network organisation in political marketing
Lead-organiser of an APSA (American Political Studies Association) short course Political marketing: the myths, value and ethics, Washington, September 2010, organised with Ken Cosgrove (Suffolk) and Christine Williams (Bentley)
Organiser OCIS roundtable Public opinion, political marketing and IR, Thursday July 1 2010, the Oceanic conference on International Studies
Organiser UK PSA workshop Political marketing: hindering or helping the relationship between government and citizen? Edinburgh 30 March-1 April 2010
Communications Officer for the UK PSA Political marketing group 2009 onwards (see https://sites.google.com/site/psapmg/home and http://groups.google.com/group/political-marketing)
Organiser roundtable Political marketing, public opinion and leadership in New Zealand with participants Vice Chancellor (Massey) and former Labour minister Steve Maharey, Dr Claire Robinson (Massey), Dr Chris Rudd (Otago) and Dr Jennifer Lees-Marchment (Auckland) at the NZPSA conference, 2009
Facilitation of political marketing networks in Canada 2007-9
Co-convenor Professionalization of Campaigning and Political Marketing section at E.C.P.R. Conference in Pisa, 2007
Co-Organiser of the Political Studies Association Political marketing group Conference, Political Marketing & the UK Election: Reaching the Political Consumer, London 2005
 Founder and chair of the UK PSA Political marketing group, 2002-5
 Director, Centre for Political Marketing, University of Keele, 2002-5
Organiser of the Political Marketing Conference, University of Aberdeen, September 2002
Organiser roundtable on political marketing and the 2001 UK election at the 2001 EPOP (Elections, public opinion and parties) conference, UK
President, NZPSA (New Zealand Political Studies Association) December 2010-
This involves heading the organisation, chairing the committee, recruiting new active members to positions, managing NZPSA prizes and international association benefits. Particular innovations include initiating a new graduate conference in 2011, an NZPSA election expert list (see http://nzpsa.wordpress.com/) and movement to a new membership system to improve recruitment and retention.

Postgraduate enrichment co-ordinator Political Studies Auckland University 2010-2011
This involved creation of a new programme for politics taught postgraduates (Honours, PgDiploma, Masters of public policy, Masters of professional studies and Masters in politics), running a staff-student listening meeting; consulting the advisors for each degree; creating handouts for new students; developing workshops covering topics such as dissertation management, supervision, resources, library and careers; supporting student run politics staff-student quiz and a UK 2010 election watch; and creating a new comprehensive handbook for all of those degrees for 2011.

Founding Chair of the Departmental Learning and Teaching Committee Political Studies Auckland University 2006-7
I set up this new committee and oversaw significant progress in teaching and learning policies, procedures and practice such as new course evaluation policy, a new submission, extension and penalisation system, and the introduction of study skills within all stage one tutorials, a Listening to tutors lunch, creation of Pathways in political studies and adoption of new policy on required reference system. Divergent ideas from different people were combined produce effective procedures and policies and continual internal communication helped generate support for change.

Director of Quality, Management Department, Keele University, during Institutional Quality Audit Discipline Audit Trail 2003-4
At its’ most basic this role involved creation of a comprehensive new system of student feedback, committee meetings, reports; but it expanded to prepare for a university-wide external quality audit. This involved activities such as reviewing the UG curriculum provision; creating working parties and course committees, holding a learning and teaching away day, and revising the course evaluation and module report form. We passed the institutional audit DAT but it required 3-4 days a week for a year and negotiation, sympathy and cajoling of colleagues as well as working closely with the HoD, PVC, Dean and administrative staff.

Chair of UK PSA Working Party on Membership Recruitment 2000-2003
This involved devising new marketing strategies and proposals to create a programme of membership services and administration. I worked closely with the PSA National Office to ensure proposals were implemented, involving careful communication and support, and work towards a planned timetable of membership services and administration. The programme was successful long-term: it is now well-embedded and membership continues to flourish.

Chair of the UK Political Studies Association Graduate Network 1998-2000
This involved co-ordinating the committee with a wide range of activity including supporting one-day regional postgraduate conferences; producing a PGN newsletter and research directory and negotiating with the PSA Executive committee to increase their support for graduates. Graduate membership increased from 90 to over 300 during this time.

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**TEACHING**

**Philosophy**

Key aspects of teaching are to be:

- Practically-relevant
  - use of real world examples, practitioners and audio-visual material in classes
  - applied analysis/reports in written assessment
  - development of transferable skills

- Engage in collaborative teaching
  - increasing student control of the class with every year through increasing interactivity in class such as discussion in lectures, then dropping of lectures to make it a seminar focused on discussion and illustrative examples, and then at graduate level, wholly student-led class
  - encouraging student submissions to online resources and following up on suggested examples in class discussion to create new resources which are added to the online resources.
  - Appointment of students as peer tutors and online managers

**Previously taught courses**

**University of Auckland, Department of Political Studies 2005 onwards:**
- UG: Media, Opinion and Propaganda
- UG: Political marketing
- PG: Marketing, the media and citizens
- PG: Marketing leaders and policy to the public
- CPD (Continuing education/professional development): Political Marketing - Managing Public Perceptions

**University of Keele, Department of Management Studies 2002-5:**
- UG: Introduction to marketing
- UG: Political Marketing
University of Aberdeen, Department of Management Studies 2001-2: UG: Political and Public Sector Marketing, PG: MSc/MBA Marketing
PG: MBA Introduction to teaching formats and learning styles
PG: Marketing seminars for post-graduate medical students

University of Aberdeen, Department of Politics & IR: 2000 -2001
UG: Academic Skills: Getting Started
UG: Guest lectures on Approaches and Issues in Political Science and Political Parties

Keele University, Department of Politics 1997-2000
UG: Comparative Politics UK/USA
UG: British Parties and Elections
UG: Introduction to Politics I
UG: Introduction to Politics II: Politics of the British Isles

Research supervision

PhD
Lead supervisor to Rafael San José Iglesias, Branding and new media, begun March 2012
Lead supervisor to Edward Elder, Communication of market-oriented leadership, begun December 2010
Sole supervisor Edward Collins, Irish party marketing - Fianna Fail, 2003-4
Joint supervisor to Kelly Trueman, Local government, 2003-4
Second supervisor to Forest Lin, branding, 2003-5
First supervisor to Duncan Owino, researching Kenyan political marketing, 2004-5

Masters thesis
Melanie Tuala ‘How governments can use marketing to increase the effectiveness of selling policies’ 2011-
Sophia Blair ‘Exploring whether online political marketing increase political participation in New Zealand (part-time)’ 2011-
Phillip Wakefield ‘With or Without You: The Evolution of Marketing Orientated Leadership – The Case Study of John Key’ 2011-February 2012
Laura Young E-Consultation, Local Government and the OECD Scale of Participation: Achieving Active Participation? July 2010-June 2011
Michelle Craig, ‘Reconciling electioneering and democracy: Synthesising political marketing and deliberative democracy to reconcile a framework for citizen consultation’, 2009,
Andrea Garnham, Applying corporate reputation theory to political parties, co-supervised with Dr Liliana Erakovich, The Department of Management, part-time, The University of Auckland 2007-2009
Edward Elder ‘Rejuvenating a Flailing Market Oriented Government: A Comparative Perspective’ supervision taken over February 2010, thesis submitted June 2010
Various MBA dissertations on marketing at Aberdeen and Keele University 2001-5

Honours Dissertations - examples
Ashlee Ruff, Political trust and public consultation – How increased public consultation can reverse declining rates of political trust
Melanie Tuala, Overcoming the Political marketing efficiency paradox: targeting and opposition safe seats
Phillip Wakefield, Someone like me? Political marketing as an aid for minority representation
Victoria Murray, Online excellence: the influence of new media on political public relations
Bailey Duggan, Sinn Fein’s use of political marketing: a model for minority parties seeking political representation?
Robin Campbell, Successful successions? Small political parties and leadership change in New Zealand
Shawn Moodie, Report concerning the adaption of political marketing to aid long-term incumbency
Fraser Nicholas, Maintaining the Political brand: the case of New Labour
The Democratic Implications of the Use of Political Marketing Techniques in Policy Formation, Michelle Craig
Party electoral strategy, Viktor Allen Green

Directed research papers – examples
Bailey Duggan "The strategic effectiveness of Howard and Rudd’s policy on the stolen generations'
Damian McLeod ‘How do governments market new policies?’
Laura Young ‘How the Green Party should use social networking in the 2011 NZ General election’
Phillip Wakefield ‘The effectiveness of marketing in helping non-profit organisations attract, manage and retain volunteers and their contributions.’
Shawn Moodie Managing leaders' reputation in government
Victoria Murray Critically evaluate the factors contributing to the success of the Tea Party movement in the United States.
Glenn Lamont, Improvable Populist: Don Brash, National, and the 2005 Election
Randall Potter, Politics and the Rise of Political Marketing: Empowering the People or the Elite?
On-line teaching resources
Facebook builder site on political marketing with open access, 2010 onwards: www.political-marketing.org. The political marketing site is designed to collate a range of resources for scholars, students and practitioners interested in learning about political marketing. It merges resources that may be used in research and teaching. It has lists of literature, audio-visual links and examples, course outlines/syllabuses, group work and assessment.

Coursebuilder site on media, public opinion and propaganda, 2010 onwards: http://flexiblelearning.auckland.ac.nz/pols231/. This site also has lists of literature and audio-visual links and examples.

Use of Front page and Webct at previous institutions

Awards
2004 Keele University Rising Star Award for Excellence in Learning and Teaching

Recent peer review comments
‘Dr. Lees-Marshment is seriously committed to being a great university teacher....By reaching out to students, encouraging their input, and inviting their suggestions for improvements to her teaching, she has introduced important feedback loops.... The flexible learning website associated with Politics 231 offers a rich array of material for students. It creates the possibility for students to work their own way through the course, by giving them supporting information and resources that effectively scaffold the learning process. The classroom session that I observed was lively and engaging...Jennifer's approach to teaching is excellent. She is modelling good practices that could be emulated to good effect by others...To even call the meetings “lectures” is something of a misnomer. These are active learning sessions. They are grounded in solid preparation and appropriate pedagogical considerations.' (231, 2010)
‘An outstanding example of a student-led class...the teaching effectiveness is spectacular’ (745, 2010)
‘Dr Lees-Marshment's method of teaching, with her focus on discussion on media footage is particularly innovative. I was struck by the degree to which this new approach was carefully though through and supported by the detailed syllabus, the text book, the extensive reading list, and the provision of hand-outs. This is a course in which students are strongly encouraged to contribute actively to, and to take responsibility for their own learning in class. But they are also provided with the resources that they need in order to do so.’ (345, 2009)

Sample qualitative feedback from student evaluation
‘Class discussion was really encouraged – felt more like two way conversation’
‘The open forum of the lectures were an excellent tool for learning and building on new ideas' 'I liked the way we had discussion – it was good to hear other people’s ideas and the way we had small group discussions first enabled me to articulate my own ideas’
‘The use of current examples was very helpful. It made the theories and ideas we were learning relevant. The lecturer had an impressive grasp of the subject and was very good at translating this in lectures in ways that made it accessible to the class.’
‘The use of discussion questions helped me look at the content in different ways and reinforce my understanding of the theory’
‘Excellent web page (www.political-marketing.org), very good book, excellent lecturer, very stimulating course’
‘The self-directed research based assignments were great, allowing you to focus on what you want to research’
‘Really enjoyed the process of writing a report. Very applicable and practical, link between theory and the real world showed how my politics degree could be used after university’
‘Your class inspired me to consider politics as a career instead of as just an interest’

Practitioner comments from training courses on political marketing
‘This learning will enable me to embark on a marketing project for the next election with better understanding.’
‘Excellent – fast pace with a lot of material worked great’

ADDITIONAL SERVICE ROLES

Political science
Website and Communications officer for the NZPSA (New Zealand Political studies association) January – December 2010
Convenor of the New Zealand and comparative politics stream at the NZPSA, Auckland 30 November-1 December 2009
Member of the UK Political Studies Association Executive Committee 2000-2005

Research
Member of the social sciences Internal review panel for the PBRF research assessment exercise, Auckland University 2012
Member of Research committee Department of Political Studies University of Auckland 2008-2009

IT
Departmental representative on the Information Technology Faculties' Forum (ITFF) an interfaculty advisory body to the University of Auckland IT Strategy and Policy 2012
Academic representative on the HR Upgrade Project Octane Steering committee 2012
Member of the Faculty of Arts IT and equipment committee, 2010-2011

Equity
Parental leave advisor/Combining parenting and a career advisor, Auckland University, 2010-2012
External teaching committees
Northern Hub member, National Centre for Tertiary Teaching Excellence, New Zealand 2007-
Member, then Vice-Chair of Politics Reference Group. The LTSN (Learning and Teaching Support Network) C-SAP (Centre for Sociology, Anthropology and Politics), 2001-2005

Learning and Teaching quality
UG advisor, Department of Politics, Auckland University, July 2010-
Graduate Advisor for BA Hons & PgDip degrees in Political studies June 2009-May 2010
Sub-Professorial Rep on University Teaching & Learning Quality Committee Auckland 2007-8
Chair of Working Party/Course director of UG degree in Marketing, Keele University 2004
Management Department Rep, Faculty of Social Science Course Development Sub-Committee, Keele University 2003-4

Peer Review and assessment in teaching
Adjudicator for MA Political Science candidate at Victoria University of Wellington, January 2012
Judge for Exposure, Post-Graduate Research exhibition Auckland University, October 2010
Review of funding applications and project reports for the National Centre for Tertiary Teaching Excellence, New Zealand 2007-
Independent Chair PhD oral Department of management, April 2010
Member of Teaching Excellence Awards Sub-Committee Auckland University 2008
Member of Teaching Improvement grants Sub-Committee Auckland University 2007&2008
External examiner (NZ) Claire Robinson, Advertising and the market-orientation of political parties contesting the 1999 and 2002 New Zealand general election campaigns, PhD thesis Massey University, 2006
External examiner Robert Gordon's University MSc Corporate Communication and Public Affairs 2002-5
Review of funding applications for C-SAP 2001-2005
Reviewed articles for the journal LATISS (Learning and Teaching in the Social Sciences) 2004-5
External Assessor of BA Political Communication and Media Management, University of Southampton New College 2003

PhD provision
Semester 2 Co-organiser, PhD discussion groups, Political Studies, University of Auckland 2007
Member of Working group on Departmental PhD provision, Political Studies, University of Auckland 2007
Social sciences co-ordinator Graduate Symposium, Keele University 2003-4
PhD Advisor Department of Management Studies Aberdeen University 2001-2
Member of Post-graduate review committee Department of Politics and IR University of Aberdeen 2000-1
Department of Management Representative Graduate School Faculty of Social Sciences Committee Keele 2002-3
Graduate Representative at University Post Graduate Committee Keele University 1997-1998
External and internal presentations to Doctoral Students in the UK on supervision, conferences and careers 1998-2005
Founder of the CANE (Central & Northern England) Regional Group of the PSA Graduate Network 1998

Mentoring
Head Tutor Meg Bates Department of Political Studies, Auckland University 2007
New Lecturer Christina Raptopolou, Keele 2004-5
Graduate Teaching Assistants Forest Lin and Edward Collins, Keele 2003-5

Management
Management of 10+ research assistants, summer scholars, guest lecturers and service assistants, Auckland 2006 onwards
Management of temporary support staff, Jenny Bowskill, to work on the quality audit, Keele, Management Department, September 2003-July 2004
Liason with and support of Sandra McDonagh in the PSA National Office 2000-2003

ADDITIONAL EVIDENCE OF PEER ESTEEM

Book reviews and reports

Political marketing in Canada (2012)
"Publication is particularly desirable because the political-marketing approach has hardly been represented in the past literature of Canadian politics. This volume does not position itself as a text on political marketing (i.e. explaining the basic concepts to the reader), but rather as a political marketing analysis of Canadian politics." (reader reports)
"An important and innovative book, especially given that the political marketing approach has hardly been represented in the literature of Canadian politics. It will introduce Canadian political scientists to a valuable new perspective that will spark a new generation of research." (endorsement by Professor Tom Flanagan, University of Calgary)
"The first significant account of the political marketing of Canadian political parties, this book is essential reading for those in political science, marketing, and communications. Accessibly written, it will also have a wider appeal — among journalists, politicians, policy makers, and those working in think tanks." (endorsement by Professor Walter Wymer, University of Lethbridge)
The Political Marketing Game (2011)
'This is a timely and extremely important book and must be published as soon as practical as it will set new standards for the discipline and makes the critically important area of political marketing understandable and accessible to students and academics. This is a great text and the author should be congratulated on the quality and depth of her work. This book is both groundbreaking and... will make a difference for students and scholars. It will be a must have text and markets for it will be wide as its reach is truly international... the potential to be “the book” in the area’ (reader report)

'Lees-Marshalment not only provides a comprehensive overview of current developments in political marketing, backed-up by an impressive range of key interviewees but she also challenges the notion that political marketing is an enemy of democracy and instead makes a powerful argument for it to be regarded as its most powerful ally ' (Endorsement by Professor Ivor Gaber, University of Bedfordshire and City University London, UK)

'The Political Marketing Game by Jennifer Lees-Marshalment is about as thorough an analysis of a discipline, regarded as much an art as it is a science, that one could ever hope for... Lees-Marshalment combines 100 interviews (over 5 years of research, across 5 western liberal democracies) of heavy weight political marketing practitioners with her keen understanding of the wealth of existing academic literature on the subject. Undoubtedly, the highlights of the book are the musings of communication directors, political representatives, pollsters and strategists including (amongst many others) Alastair Campbell, Iain Duncan Smith and Philip Gould, on their various electoral battles... This is a hugely informative study on an important field that is changing and developing at an extraordinary rate ' (Book review by Progress magazine, March 2011; http://www.progressonline.org.uk/articles/article.asp?a=7839)

Global Political Marketing (2010)
'The chapters offer an interesting overview of how marketing is both a feature of politics across disparate national contexts as well as illustrating how marketing concepts can be used to explain political behavior... In terms of testing the extent to which systemic factors influence political behavior, this offers useful insights... this is a valuable addition to understanding how marketing is used as a strategic tool, and what systemic factors act as drivers of marketization.' (Book review by Darren Lilleker, The International Journal of Press/Politics, 2011)

Political Marketing: principles and applications (2009)
'A very solid and concise piece of a much needed work; it comprehensively covers the main issues facing the field’ yhe content of the book is very well balanced and the structure of every chapter is chosen skillfully. Starting with general theory and then using case studies to explain and support the theory make the content clear and interesting for the reader’ ‘the practitioner quotes are excellent...[they] emphasize the practical approach of the discipline (reader reports)

'Lees-Marshalment is one of the leading scholars in political marketing, and it shows in this comprehensive introduction and analysis of political marketing as theory and practice. For anyone interested in political marketing, this is a must-read' (Endorsement by Professor Jesper Strömbäck, Mid-Sweden University).

'This is a wide-ranging and engaging introduction to a field that, despite its central importance to much of modern political activity, is still too little understood by all but the initiated minority’ (endorsement by Roger Mortimore, Director of Political Analysis Ipsos MORI Social Research Institute).

'Jennifer Lees-Marshalment has written an exceptional, much-needed study on political marketing. Its mixture of marketing theory, applied politics, and pithy case studies makes this an invaluable addition to our understanding of campaigns, elections, and politicking.’ (Endorsement by Professor Dennis W. Johnson, George Washington University)

'The innovative work' (Review of the political marketing field by Harris, P. and A. Lock 2010. 'Mind the Gap: the rise of political marketing and a perspective on its future agenda.' European Journal of Marketing Vol 44).

The book sold over 1000 copies in the first 12 months.

Political marketing in comparative perspective (2005)
'The Lees-Marshalment model... is concise and very elegant and... convincingly illuminates New Labour’s genesis.... the model... is clearly a valuable heuristic device... the authors are not afraid to address the weaknesses in their model and remain remarkably open as to its general utility or even to the question of whether political marketing can ever provide even partial solutions to key problems for liberal democracies.' (Book review in Party Politics 13 2007)

'Pioneering collection... shows that the introductory phase of fashionable and loose usage of marketing jargon in political science is over. The key terms – products, market and goals – are tested so as to both broaden understanding of them and to set limits to their utilisation... The book points to substantial questions: the nature of the relationships between voter, party member, party leadership and the government in the sense of responsiveness, effectiveness and the unfolding of politics and policy through time. The way it provokes these questions makes it well worth reading, whether by party politics specialists or other political scientists.' (Book review in Political Studies Review 4/2 2006)

The Political Marketing Revolution (2004)
'It's clarity and energy certainly align with real factors in the way politics is now conducted and perceived.’ (Book review in Parliamentary Affairs 52/2)

Political Marketing and British Political Parties: The Party's Just Begun (2001)
'The author's clear analysis of New Labour strategy [is]... a genuine contribution to the debate about... convergence of consumer and citizen' (Book review in Parliamentary Affairs, 55/2);
‘Dispels the myth that political marketing is merely designer politics. Given the dearth of empirically informed political marketing research...offers a significant contribution to...political marketing’ (Book review in Political Studies 50/4)

Citations and applications
Google scholar citations total 642 as of end December 2011. Particular examples of usage include:
The ‘Lees-Marshment model’ of product, sales and market-oriented parties has been utilised in other political scientists’ research:
‘Confronting EU unpopularity: the contribution of political marketing’ by Pierre Balestrini and Paul Gamble in Contemporary Politics, Volume 17, Number 1, March 2011 , pp. 89-107
Political Marketing in India by Arun Kumar Regal Publications (2009) pp.11 and 56

Subject to debate and critique:
In the article ‘Political marketing in the Greek context: does market orientation exist?’ by Iordanis Kotzaivazoglou, International Review on Public and Nonprofit Marketing, 2011, 8(1): 41-5
Within the book Communicating Politics in the Twenty-first Century by Karen Sanders (Palgrave 2008), with specific discussion in chapter 2 ‘Leaders and the market-oriented process’ pp 38-40
In the UK PSA journal Politics - see Ormrod/Lees-Marshment Politics, 2006, May, Volume 26/2.
In the article ‘Ideal types in political marketing’ by Vojtech Ripka Czech Journal of Political Science 2004, 4, pp. 439-447

Cited and used in other disciplines:
Medicine: ‘Learning to be NICE: Technology assessment as marketing at the National Institute for Clinical Excellence,’ by Duckenfield, Mark, Journal of Medical Marketing, 3/ 2, 2003, pp. 131-144

Frameworks from The Political Marketing Revolution have been cited and utilised in other scholars research:
‘Selling a cause: Political marketing and interest groups’, by Émilie Foster and Patrick Lemieux, chapter 10 in Political Marketing in Canada edited by Alex Marland, Thierry Giasson and Jennifer Lees-Marshment, UBC, 2012, utilized product, sales and market oriented interest groups
REFEREE LIST

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