



## **Moderner Wahlkampf: Blick hinter die Kulissen (German Edition)**

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## Moderner Wahlkampf: Blick hinter die Kulissen (German Edition)

Amerikanisierung und Politikmarketing sind die Schlagwörter, wenn man die Modernisierung der bundesdeutschen Wahlkämpfe betrachtet. Was ist eigentlich modern an dem modernen Wahlkampf? In diesem Buch werden insbesondere Einblicke in die Techniken der modernen Wahlkampfgestaltung vorgestellt, wie z. B. Elemente des Projekt- und Kommunikationsmanagements, die Vermarktung der politischen Aussage, die Personalisierung u. a. Daneben werden heute aktuelle Wahlkampfmethoden der Antike, wahlsoziologische Überlegungen und zukünftige Entwicklungspotentiale aufgezeigt- insgesamt alles Aspekte des modernen Wahlkampfes.

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