

PROBLEM OF POLITICAL MARKETING

Arthur Loveday

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I wonder if it is the question of social cognition processes, like effect of being attractive/distinctive from others in the era of political marketing or the short memory.

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research problem to identify the main features of efficient political marketing that are 3 Political Marketing on the example of the party United Russia.

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problem of our increasingly digital world, where the consumer looks to the media for a .. traditional media in current political marketing literature, the question.

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