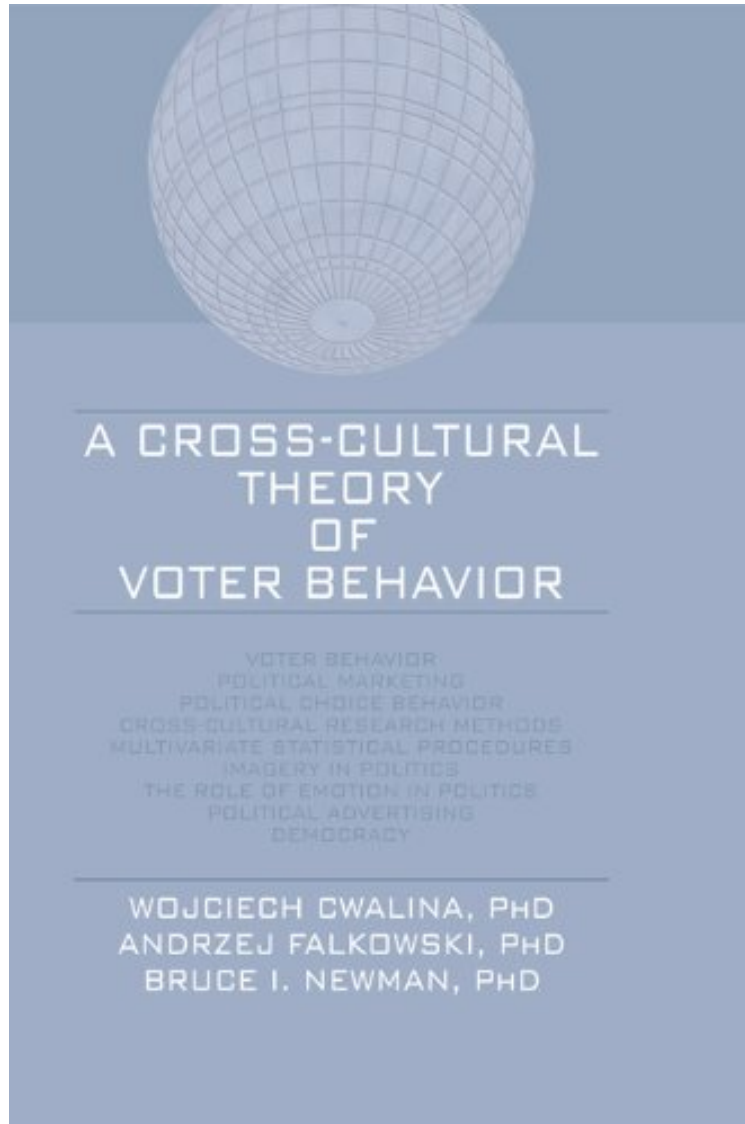


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## A Cross-Cultural Theory of Voter Behavior

*Wojciech Cwalina, Andrzej Falkowski, Bruce I Newman*  
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**Wojciech Cwalina, Andrzej Falkowski, Bruce I Newman : A Cross-Cultural Theory of Voter Behavior** before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Cross-Cultural Theory of Voter Behavior:

The rapid development of democracy and political freedoms has created new and sophisticated psychology-based methods of influencing the way voters choose, as well as political systems based on free market principles. A Cross-

Cultural Theory of Voter Behavior uses advanced empirical testing to determine whether the behavior of voters in established and emerging democracies around the world is predictable. The results of the testing suggest the theory is a ground-breaking cross-cultural model with theoretical and strategic global implications. This unique book examines the many facets of political marketing and its direct relationship with the voter. A comprehensive theory meticulously tested in the dynamic political waters of the U.S. and Europe, this text bridges the latest theoretical developments in the emerging and advanced democracies. A Cross-Cultural Theory of Voter Behavior offers an innovative and seldom seen international perspective that integrates up-to-date literature in political science with advanced political marketing to provide readers with useable, unified information. In addition, the text is replete with detailed references and illustrated with a wealth of informative tables and graphics to make pertinent data accessible and easily understood. Some of the topics discussed in A Cross-Cultural Theory of Voter Behavior include politics in an age of manufactured images, partisanship and party identification, candidate-centered politics, political cognition, social categorization of politicians, the role of advertising and emotion, among others. An ideal text for students, academics, and researchers, the information presented in A Cross-Cultural Theory of Voter Behavior is also a vital resource for political practitioners such as consultants, candidates, lobbyists, political action committees, fund-raisers, pollsters, government officials, ad specialists, journalists, public relations executives, and congressional aides.

"Examining the lives of young African-American fathers reveals A FASCINATING MIX OF ATTITUDES, MISCONCEPTIONS, EXPECTATIONS, AND CHALLENGES." -- Kim S. Kimminau, PhD, Senior Vice President for Research, Kansas Health Institute  
"This work is certainly one that STUDENTS, AND PRACTITIONERS who study and work with African-American youth will find FASCINATING." -- Jennifer F. Hamer, PhD, Associate Professor of Sociology, African American Studies Research Program, University of Illinois at Urbana-Champaign  
About the Author  
Wojciech Cwalina, PhD, is a Professor in the Department of Marketing Psychology at the Warsaw School of Social Psychology in Poland and a marketing specialist and media advisor in Polish political campaigns. He is the author of Television Political Advertising and Political Marketing (with A. Falkowski), and numerous articles and book chapters. Dr Cwalina was awarded the Domestic Grant for Young Beneficiaries by the Foundation for Polish Science and is a member of the Polish Association of Social Psychology and the Polish Political Marketing Association. He is also a member of the editorial board of the Journal of Political Marketing. Andrzej Falkowski, PhD, is a Professor in and Chairman of the Department of Marketing Psychology at the Warsaw School of Social Psychology in Poland. The author of many books, articles, and chapters including Branding and Advertising and Cognitive Applied Psychology: Marketing and Advertising  
Dr. Falkowski is a Fulbright Scholar and Ministry of Education Award recipient. A member of the International Society for Ecological Psychology and the Association of Consumer Research, he is also Advisory Editor for the Handbook of Political Marketing and the Handbook of Psychology. Bruce I. Newman, PhD, is a leading expert in Political Marketing. The author of Marketing the President, seven other books, and numerous scholarly and popular articles on political marketing and consumer psychology, he is the Founding Editor-in-Chief of the Journal of Political Marketing. A former advisor to the White House and recipient of the Ehrenring from the Austrian Advertising Research association, Dr. Newman is Professor of Marketing at DePaul University.