

# A Cross-Cultural Theory of Voter Behavior

By Wojciech Cwalina, Andrzej Falkowski, Bruce I Newman



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**A Cross-Cultural Theory of Voter Behavior** By Wojciech Cwalina, Andrzej Falkowski, Bruce I Newman

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 made 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.

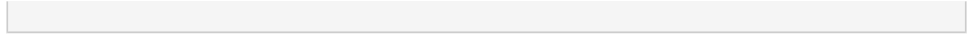
An ideal text for students, academics, and researchers, the information presented in *A Cross-Cultural Theory of Voter Behavior* is also a vital resource for political practitioners such as consultants, candidates, lobbyists, political action committees, fund-raisers, pollsters, government officials, ad specialists, journalists, public relations executives, and congressional aides.



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#### Review

"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.

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