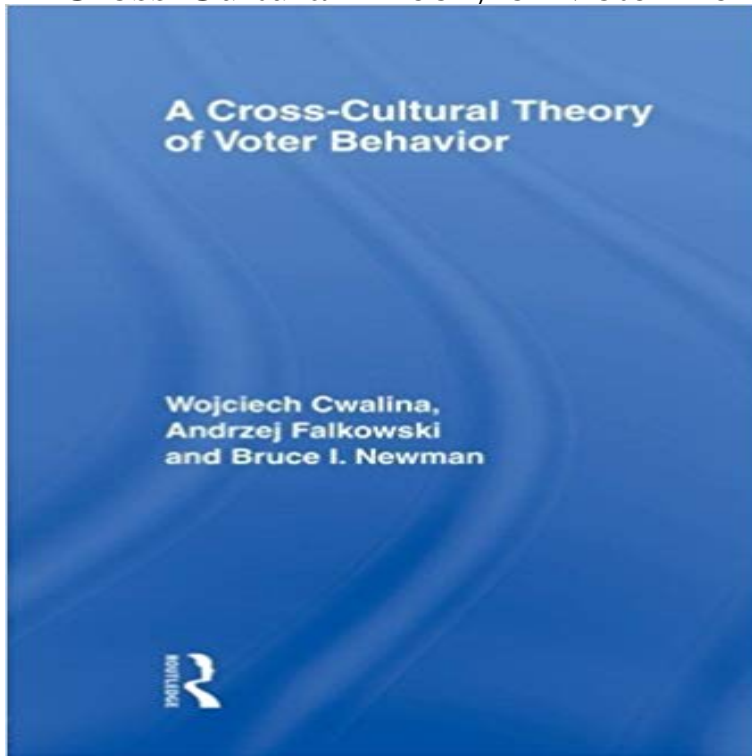


# A Cross-Cultural Theory of Voter Behavior



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.

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