**Background reading on Political Management/Marketing in Government**

Tallis list/links for **core** readings: <https://rl.talis.com/3/auckland/lists/D20AFDC0-49FC-8CF5-8802-09358FBB21B0.html>

**Generic**

NB: Political management is only emerging so we have to use literature mostly in political marketing and communications that discusses marketing and management in government:

* Lees-Marshment, J(2009) *Political Marketing: principles and applications* (1st , not 2nd or 3rd edition)chapter 8 on Marketing in Government
* Eddie Goldenberg (2006). *The Way it Works: Inside Ottawa*. Toronto: McClelland and Stewart; chapters 3, 4 and 5
* Robin Cohn (2008). *The PR Crisis Bible*. Booksurge Publishing.
* Lees-Marshment, J (2008) ‘Managing a market-orientation in government: Cases in the U.K. and New Zealand’, in Dennis W Johnson (ed.), *The Routledge Handbook of Political Management*, USA, Taylor and Francis Group, pp. 524-236.
* Lees-Marshment, J (2009) 'Marketing after the election: the potential and limitations of maintaining a market-orientation in government' *The Canadian Journal of Communication* Vol 34 No *2* pp 205-227

**Political advising/working in PMO/The White House**

* Lennox Esselment, A, J. Lees-Marshment and A. Marland (2014) ‘The Nature of Political Advising to Prime Ministers in Australia, Canada, New Zealand and the United Kingdom’ *Commonwealth & Comparative Politics* 52(3): 358-375
* New special issue ‘Political Staff in Executive Government: Where the Shadows Run from Themselves’ in the *International Journal of Public Administration on political advisors* [ Volume 38 2015](https://mail.auckland.ac.nz/owa/redir.aspx?C=PFxH2KHiiU6DUWwiioc_PphS3ObrB9IIMmkihHxnHcrv0F-KHrsFxzNLgXB362GNHaNWi_J0Tsc.&URL=http%3a%2f%2fwww.tandfonline.com.ezproxy.auckland.ac.nz%2floi%2flpad20%3fclose%3d38%26repitition%3d0%23vol_38) [Issue 1](https://mail.auckland.ac.nz/owa/redir.aspx?C=PFxH2KHiiU6DUWwiioc_PphS3ObrB9IIMmkihHxnHcrv0F-KHrsFxzNLgXB362GNHaNWi_J0Tsc.&URL=http%3a%2f%2fwww.tandfonline.com.ezproxy.auckland.ac.nz%2ftoc%2flpad20%2f38%2f1) 2015 pages 1-74
* Simeon, J.C. (1991). Prime minister’s office and White House office: Political administration in Canada and the United States. *Presidential Studies Quarterly*21: 559-580.
* Witherspoon, P.D. (1991). Within these walls: A study of communication between presidents and their senior staffs. New York: Praeger.
* Ponder, D.E. (2000). *Good advice: Information and policy making in the White House*. College Station, TX: Texas A&M University Press.
* LSE GV314 Group. (2012). New life at the top: Special advisors in British government. *Parliamentary Affairs* 65: 715-732.
* Chris Eichbaum and Richard Shaw (Eds), (2012) *Partisan Appointees and Public Servants: an International Analysis of the Role of the Political Adviser*. Edward Elgar

**Further resources for all roles/topics**

* consult [www.political-marketing.org](http://www.political-marketing.org) which has a list of political marketing literature & video links - but don’t forget your work has to focus on pol man in government not campaigns/parties
* carry out Google and database searches for literature in their area and non-academic sources on each case.
* make an appointment with the librarian to get help on how to use databases
* See <https://flexiblelearning.auckland.ac.nz/political_marketing/35.html> for sources on political marketing consultants and look for those who have worked in government