

# Preface

*Political Marketing and Management in Ghana: A New Architecture* draws strength from its interdisciplinary approach to political analysis in Ghana, from marketing, human resource management, accounting, finance and public administration. It draws attention to an emergence of a new political organisation and management in Ghana, underpinned by business theories, strategies and techniques. Concepts such as market research, segmentation, social media, brand architecture, brand association, public relations, motivation, digital financing and transformational leadership amongst others are highlighted. It further offers some distinction from the technology dominant process of the West with its symbols-oriented approach to political campaigning in Ghana.

The story on political marketing in Ghana, a 'new' discipline in an emerging democracy, has begun in 2004 when I was discussing my MSc dissertation topic with my study group at the Adsetts learning centre, Sheffield Hallam University, UK. It became my dissertation topic, and a year later at the Department of Journalism in the University of Sheffield, political marketing became the focus of my Ph.D. It was to be with me for years to come. Today, under the kind courtesy of Prof. Jennifer Susan Lees-Marshment, the story of political marketing in

Ghana has now gained global attention through the Palgrave Macmillan Political Marketing and Management book series.

My perspectives on political marketing has begun to crystallise under a very supportive mentorship of my supervisors, Professors. Ralph Negrine and Jackie Harrison when I joined the Department of Journalism at Sheffield. My association with the Political Marketing Group of the Political Studies Association, UK (PMG PSA), as a student member also brought the Ghanaian story to the global table. At the 2005 PSA conference in London, the dream of telling the Ghanaian story was becoming real as I heard speaker after speaker talk about their research in the subject area. Continuous interactions with scholars in the field and with some high ranking members of political parties in Ghana resulted in identifying the building blocks from the 2000 elections campaign that could be interrogated in my Ph.D. Now, there is a growing interest, with increasing number of graduate research at masters and Ph.D. levels, and as an elective taught course. In a similar manner, academics from other disciplines at my school, the University of Ghana Business School, such as human resource management, accounting, finance and public administration are finding political marketing an interesting area for interdisciplinary research. Hence, the successful completion of this book.

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Accra, Ghana

Kobby Mensah



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