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POLITICAL MARKETING: A VILE FOR  
ENHANCING LEADERSHIP AND SECURITY  
TOWARDS NATIONAL DEVELOPMENT

*Ogah, Arome Victor (Ph.D)*  
*Daisi Simeon Anthony*  
*Aluko, Prisca Enowwo*



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<sup>1</sup>Ogah, Arome Victor (Ph.D)

[victorogah2008@yahoo.com](mailto:victorogah2008@yahoo.com)

<sup>2</sup>Daisi Simeon Anthony

[daisi\\_sa@fedpolyado.edu.ng](mailto:daisi_sa@fedpolyado.edu.ng)

<sup>3</sup>Aluko, Prisca Enovwo

[pricamaurice6@gmail.com](mailto:pricamaurice6@gmail.com)

<sup>1,3</sup>Department of Marketing, Federal Polytechnic, Ado-Ekiti, Ekiti state, Nigeria

<sup>2</sup>Department of General Studies, Federal Polytechnic, Ado-Ekiti Ekiti state, Nigeria

### Abstract

**Purpose:** The study examined the relationship between political marketing, leadership and security towards enhancing national development. Specific objectives of the study were to examine the relationship between fairness as proxy of political marketing and leadership status in Nigeria; to examine the relationship between prompt response of government as proxy of political marketing and security status in Nigeria and to examine the relationship between transparency as a proxy of political marketing and national development.

**Methodology:** The study utilized survey research design and primary data. The population of the study was 168 respondents consist of lecturers from Department of marketing selected from institutions across South-West, Nigeria The study utilized simple random sampling technique with Taro Yamane sample size determination method to select sample of 84 lecturers for the study. 5-point likert scale option of structured questionnaire was used in the study to obtain respondents response. Content validity was used to determine the validity of the instrument and the value of the test of reliability was 0.82 which was calculated using test-retest reliability method. Pearson moment correlation was used to test the hypothesis.

**Findings:** Three hypotheses were tested in line with the objectives of the study and it was revealed that there was significant relationship between fairness, prompt response of government, transparency and leadership, security, national development respectively.

**Unique Contribution to Practice and Policy:** The study suggested some recommendations, such as: Nigerian politician craving for or assume leadership position should imbibe political marketing in their style of governance in order to exhibit fairness as proxy of political marketing to the society and Insecurity is a deadly problem facing every country in the world. It destroy entire nation. Nigerian politician should embrace the best strategy in solving problem of insecurity and inculcate the ethics of prompt response to violence as proxy of political marketing through dialogue and various security agencies of government in the country.

**Keywords:** *Politics, marketing, Leadership, Security, National Development, Fairness, Transparency*

## **Introduction**

Political marketing is a sensitizer to nation building towards attainment of efficient leadership and security. Country cannot experience economic development and growth without good leadership and accurate security to safe guard life, property of both government and society. Political marketing is the concept relating marketing with political activities to buttress democratic system of developing country like Nigeria. Marketing is a discipline that so much believes in creating satisfaction for the society. Marketing is a societal process by which individual and people obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Kotler, 2004). Application of marketing to political program can influence good leadership and adequate security that enhances economic development. It is paramount for political parties to knit political marketing into Nigeria democratic system to yield efficient leadership and accurate security towards improvement of national development. Political marketing can be defined as the party or candidate's utilization of opinion research, environmental analysis to produce and promote a competitive offering that assist organizational aims and satisfy groups of electors in exchange for their votes (Wing cited in Harris & Kolovos, 2005). It was suggested that implementation of the marketing philosophy by political party, could meet voters needs, wants, in turn produce voter satisfaction, and also gain electoral support to meet its own goals (Marshment, 2006).

Leadership showcase social power and must not limit to selfless but must be able to utilize resources of the state to the optimum in providing people-oriented and quality services in the state. By this, leadership must be viewed as service to the people. Persuasion and leadership is still very important in democratic system and it is the task of leadership to guide these tradeoffs and articulate the parameters of what is possible. In politics the ability to know the needs and wants of exchange partners is elusive, not least because people seek irreconcilable objectives such as the desire for welfare benefit (Henneberg & O'shaughnessy, 2007).

Issue of insecurity is paramount to government of any country due to its adverse effect on the economy. Beland (2005) defined insecurity as the condition of fear or anxiety stemming from a concrete or alleged lack of protection. Insecurity also refers to inadequate safety and freedom from danger. Security seems to be critical in the life of any nation as it attracts and propels development. On the opposite David (2006) described security as the feeling of safety from harm or danger, the defense, protection and the absence of threats to acquire values (cited in Igbuzor, 2011). It is the existence of conditions within which people in a society can go about their normal daily activities without any threats to their lives or properties .Adequate security enhances national development.

## **Statement of the research problem**

In Nigeria democratic system, there is ineptitude in leadership status due to Godfatherism, self interest (selfish), corruption and incompetence in management of nation's financial resources among other factors. Among political stakeholders in Nigeria, there is often leadership tussle due to selfish interest between the president, state governors and national assembly senate, House of representative, state house of assembly respectively. Agomuo (2013) pointed out



that most of Nigeria stakeholders does not possess the charisma of running their own homes, but have truncated their ways into high leadership positions through the already corrupt electoral process. Nigeria problems keep on lingering as result of lack of awareness of political marketing to buttress and shape leadership style of politician towards national development. Political marketing encourages voters to judge politicians in reference to selfish rewards of consumer purchase (Bauman, 2005); equally it may disregard the courage necessary for political leadership (Klein, 2006).

The economic situation of Nigeria is not encouraging due to problem of insecurity across the states in the country. Nigeria has been experiencing a lot of communal clashes among different ethnic group as a result of lack of tolerance of some issue. Okorie (2011); Jega,(2002); Ezeoha (2011); Lewis (2002) pointed out several causes of security problem in Nigeria that is causing set back to national development. The paramount among them is ethno-religious conflicts that tend to have claim many lives in Nigeria. Ethnic-religious means a situation where relationship between members of one ethnic or religious and another of such group in a multiethnic and multi-religious society is caused by lack of cordiality, mutual suspicion and fear, and a tendency towards violent confrontation. Salawu (2010) stated that a major cause of present ethnic-religious conflicts in Nigeria emanates from accusation and allegations of neglect, oppression, domination, exploitation, victimization, discrimination, marginalization and nepotism. Application of political marketing in Nigeria democratic system may have the ability to curb insecurity problems due to its vision of meeting the needs and wants of the society.

### **Objectives of the study**

The specific objectives of the study were:

- 1) To examine the relationship between fairness as proxy of political marketing and leadership status in Nigeria.
- 2) To examine the relationship between prompt response of government as proxy of political marketing and security status in Nigeria.
- 3) To examine the relationship between transparency as a proxy of political marketing and national development.

### **Conceptual Framework**

This section review various concept related to political marketing, leadership, security and national development.

### **Meaning of political Marketing**

Political marketing is the interaction between marketing and politics. It involves practical and pure implementation of marketing tools, methods and techniques in political process. Political marketing focused effectively on some of the relationships in political and mainly electoral communication, serious conceptual issues revolve comprehensive towards application of marketing to politics. Savigny (2011) defines political marketing as the application of

marketing principles and practices to the theory and practice of politics. Political marketing is frequently used in democratic political systems with mass support to sustain power. Salim, (2012) defines political marketing as the political organization's utilization of environmental analysis and opinion research with the aim of creating and promoting a competitive offering to satisfy the electorate in exchange for its votes Political marketing utilized many of the techniques of commercial marketing such as market intelligence (including surveys, focus groups, polls, citizen consultations, receiving informal feedback etc.) and marketing communications (target marketing, direct mail, direct dialogue). Harris and Kolovos (2004) and O' Cass, (1996) stated that the application of marketing offers political parties the ability to solve voter problems and needs through marketing analysis, planning, implementation, control of political and electoral campaigns. The employment of these tools helps parties to define voters' preferences, make more informed and responsive political decisions, position themselves and shape their image accordingly (Abdullaeva, 2017).

### **Political marketing and leadership in Nigeria**

Political marketing has a great influence in leadership due to its vision on fairness and satisfaction. For a leader to be commended, such leader must exhibit fairness and be ready to create satisfaction to his or followers. In the developed countries, Leaders governing the affair of their nation are focusing effective management and utilization of available resources to better the living condition of the people. They ensure that scarce resources both human and material resources are effectively and efficiently, utilized and sustained to ensure the development of their areas. But in most developing countries including Nigeria reverse is the case. In developing countries leaders crave for it without knowing that it is stewardship. Uveges, (2003) defines leadership as the ability to influence the behaviour of others in a group or organization, set goals for the group, and create social norms in the group. Gardner (1990) defines leadership as the process that involves persuasion and authority, instruction emanating from an individual induces a group to pursue his or her objectives by his or her followers. Okoro (2005) stated that leaders must live by example, also give assistance and guide the community to embark on projects that serve the greatest and immediate needs of the society, as well as direct the means of implementing them at minimum cost.

Leadership is a segment of power which motivate designation person to influence the values, beliefs, behaviour and attitudes of another person (Ganta, & Manukonda, 2014). In Nigeria most of the people striving to lead has no capacity of leadership but possess insincerity, self interest not societal interest, and do not have the charisma of leadership because of lack marketing ethics which may assist them in their political vision. Bhagwan and Bhushan (2007) stated that lingering problems will be solved when the right man assumed in the leadership job.

### **Political marketing and security in Nigeria**

Effective management of security in a nation enhances economic development. In Nigeria there are several cases of insecurity across state of the federation. Despite the measures taken by government to curb the insecurity situation in the country, still it keep on aggravating at time interval in different geographical zones. Political marketing has significant role to play

Nigeria security chaotic situation. When political parties inculcate marketing philosophy in their political programs, there will be hope of satisfying voters' needs and wants and also gain electoral support to meet its own goals (Marshment, 2006). Its application in governance may change from a communication instrument to a coherent way of managing politics, whether it policy making, election canvassing or executing decisions. Political marketing awareness is affiliated to improvement of democratic process, which beef up party loyalty, transform political and electoral systems.

Most of the Nigerian leaders pretend not understand the term security that is the reason behind increasing insecurity situation country. Security involves freedom from danger or threats to a nation's capacity to protect, its territories, promote its economic values, legitimate interests and enhance the living standard of its people (Imobighe cited in Oche 2001). . Beside, internal security could be refers to the freedom from those hostility tendencies which could disrupt internal cohesion and the cooperate existence of the nation and its capacity to maintain its vital institutions for the promotion of its core prestige, socio-political, economic objectives and meet society legitimate aspirations. Internal security signifies freedom from danger to life and prosperity" (Imobighe cited in Oche 2001).

Security involves the higher capacity of a state to defend its territories from external threats with all the necessary means and instrument at its disposal and protect overall socio-economic well-being of its citizenry (Absolute Astronomy, 2011). In Nigeria insecurity are course by ineptitude of leader to meet the basic needs of the citizen. This reason is prone to economic problems. Most of these economic problems are poverty, unemployment, inequality, and structural politics of exclusion. It also includes social system discrimination in which an individual will never realize his potentials ambition without "whom you know (godfather)" provide the cannon fodder of radicalization, social tension, conflict, violence, the ultimate break down of law and order as we are presently witnessing in Nigeria (Oyeshola, 2005 ).

### **Political marketing impact on national development**

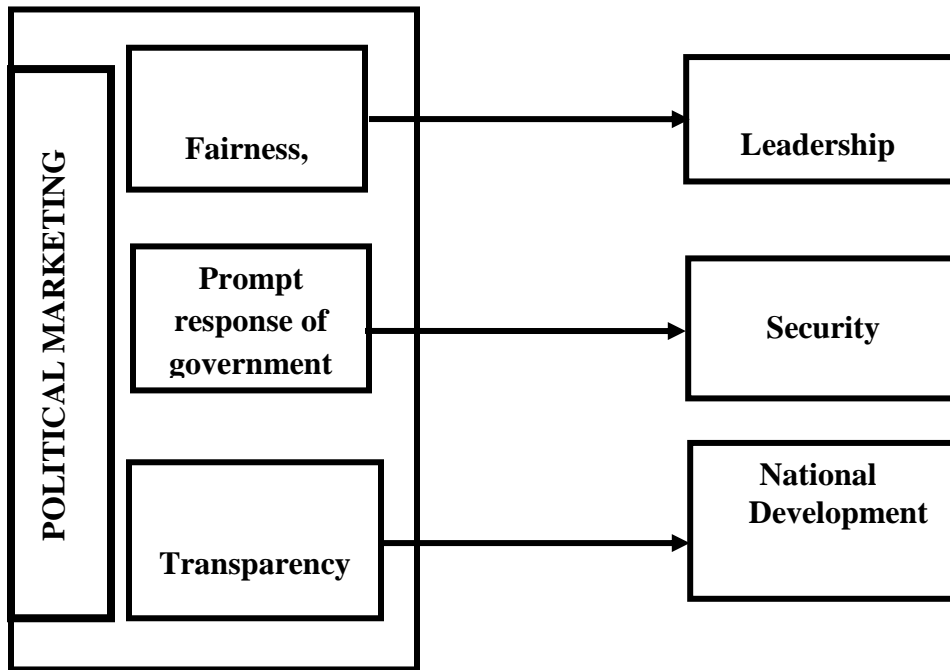
Most of Nigeria leaders do not have better plan for nation building, instead they are interested in their personal benefit shun the masses to suffer. It seems they have no regards to the value of national development in their agenda. National development therefore can be described as the overall or total development of socio-economic, political as well as religious advancement of a nation. Political marketing can be utilized to enhance national development with aid of marketing principles. Marketing promotes and utilize scarce resources, generate valuable information for candidate, voters, and promote greater responsiveness to facilitate political process(Kotler & Keller cited in Yakup Durmaz & Emre Direkçi,2015).

Osakwe (2010) stated that slow pace in achieving poverty and unemployment reduction in the country is as a result of the style and system in Nigeria's development strategy, which prevent, the country not to have gone through the normal process of structural transformation. This implies that the strategies deploy by Nigeria government has not contributed to the growth of productive capacities and structural transformation which are the medium for generating any productive employment opportunities and reducing poverty to a minimal level. Beside, the effort made by various governments has not ameliorated this problem such as

unemployment, poverty and inequality among citizens is still on the increase. Oghator & Okoobo (2000) stated that increase in per-capita income or economic goes beyond growth and development, but also involves sustainable improvements in the standard of living among the people in a nation, which is guaranteed through the provision of gainful employment, coupled with the presence and availability of social and economic infrastructures.

### **Conceptualize model of political marketing, leadership, security and national development**

This conceptual model of political marketing hypothetical analyze the relationship between political marketing, leadership status, security status and national development of developing country like Nigeria. This model measure political marketing by using fairness, prompt response of government and transparency. It was revealed that all these proxy of political marketing play vital role in the country democratic system through effective exhibition and application in governance. In reality, if Nigeria stakeholders adhere and apply this proxy of political marketing value base on empirical findings, issues relating to good leadership, accurate security and national development will be tackle and the image of Nigeria will be protected.



**Figure 1:** Conceptualize model of political marketing

Source: Researcher (2018)

## **Methodology**

The study utilized survey research design. Primary data was used in this study. The population of the study was 168 respondents consist of lecturers from Department of marketing selected from institutions across South-West, Nigeria The study utilized simple random sampling technique with Taro Yamane sample size determination method to select sample of 84 lecturers for the study. 5-point likert scale option of structured questionnaire was used in the study to obtain respondents response. Content validity was used to determine the validity of the instrument and the value of the test of reliability was 0.82 which was calculated using test-retest reliability method. It indicated that there is internal consistency of the instrument. Simple percentage was used to analyze the data and Pearson moment correlation was used to test the hypothesis.

## **Analyses and result**

Eighty-four (84) questionnaires were administered and all the questionnaires were retrieved and used for the study.

Findings showed the distribution of respondents on the bases of sex, age and qualification. The analyses of distribution of sex shows that 51 were male representing 60.7% and 33 were female representing 39.3%. The analyses of distribution of age of respondents showed that, out of 430, respondents, 36 falls between 35- 44 and 48 falls within 45years and above. Analyses of distribution of educational qualifications of respondents showed that 68 obtain PGD/M.Sc and 16 were holder of Ph.D.

## **Research hypothesis One**

**H<sub>0</sub>:** Fairness as proxy of political marketing has no relationship with leadership status in Nigeria.

**H<sub>1</sub>:** Fairness as proxy of political marketing has relationship with leadership status in Nigeria



**Table 1**  
**Correlations**

		Fairness as proxy of political marketing	leadership status in Nigeria
Fairness as proxy of political marketing	Pearson Correlation	1	.840**
	Sig. (2-tailed)		.000
	N	84	84
leadership status in Nigeria	Pearson Correlation	.840**	1
	Sig. (2-tailed)	.000	
	N	84	84

\*\* . Correlation is significant at the 0.01 level (2 tailed).

**Source:** Composition of statistics from field data (2018)

### Decision Rule

Pearson correlation value ( $r$ ) 0.840\*\* with p-value of 0.000 above shows that the correlation coefficient is significant since p-value figure is less than  $\alpha = 0.05$  level of significance. Therefore, null hypothesis was rejected, which signified that fairness as proxy of political marketing has significant relationship with leadership status in Nigeria.

### Research hypothesis Two

**H<sub>0</sub>:** Prompt response of government as proxy of political marketing has no relationship with security status in Nigeria.

**H<sub>1</sub>:** Prompt response of government as proxy of political marketing has relationship with security status in Nigeria

**Table 2**  
**Correlations**

		Prompt response of government as proxy of political marketing	Security status in Nigeria
Prompt response of government as proxy of political marketing	Pearson Correlation	1	.787**
	Sig. (2-tailed)		.000
	N	84	84
Security status in Nigeria	Pearson Correlation	.787**	1
	Sig. (2-tailed)	.000	
	N	84	84

\*\* . Correlation is significant at the 0.01 level (2tailed).

**Source:** Composition of statistics from field data (2018)

**Decision rule**

Pearson correlation value (r) 0.787\*\* with p-value of 0.000 above shows that the correlation coefficient is significant since p-value figure is less than  $\alpha = 0.05$  level of significance. Therefore, null hypothesis was rejected, which signified that prompt response of government as proxy of political marketing has significant relationship with security status in Nigeria.

**Table 3**  
**Correlations**

		Transparency as proxy of political marketing	National Development
Transparency as proxy of political marketing	Pearson Correlation	1	.810**
	Sig. (2-tailed)		.000
	N	84	84
National Development	Pearson Correlation	.810**	1
	Sig. (2-tailed)	0	
	N	84	84

\*\* . Correlation is significant at the 0.01 level (2tailed).

**Source:** Composition of statistics from field data (2018)

### **Decision rule**

Pearson correlation value (r) 0.810\*\* with p-value of 0.000 above shows that the correlation coefficient is significant since p-value figure is less than  $\alpha = 0.05$  level of significance. Therefore, null hypothesis was rejected, which signified that transparency as proxy of political marketing has significant relationship with national development.

### **Discussion of findings**

Hypothesis one revealed that fairness as proxy of political marketing has significant relationship with leadership status in Nigeria. This finding is in line with Verba (2006) which affirms that fairness as equality is significant in democracies; it is an intrinsic component of democracy. The ultimate rulers are the citizens if stakeholders take democracy to be in political system, decisions of the governing bodies are responsive to the needs and preferences of the citizenry then fairness as equality means that citizens have an equal voice over government actions that the game of politics is played on a level playing ground.

Hypothesis two revealed that prompt response of government as proxy of political marketing has significant relationship with security status in Nigeria. This finding can be justified by Oluwarotimi (2012) affirmed that good governance is the base for the insecurity challenge in developing country like Nigeria. Furthermore, insecurity battle would have been defeated through cultivating the culture of good governance by government being responsible and accountable to the people which would have enhanced standard of governing a nation.

Hypothesis three revealed that that transparency as proxy of political marketing has significant relationship with national development. This finding is in line with Oluwa (2012) who affirmed that good governance is a function of effective, visionary, transparent, trustworthy and credible political leadership whose driving force is an improvement in the collective wellbeing of the citizens through well conceived, effectively implemented economic policies and human development programmes. Nigeria leader has lapses in transparency in government due to corruption which hinders economies development. Corruption slow down economic growth, bestow the burden on the poor and reduces the effectiveness of investment and aid (Iyare, 2008). Transparency enhances development in every nation.

### **Conclusion**

From the finding it was revealed that proxy of political marketing such as fairness, prompt response of government and transparency has relationship with leadership, security and national development. It can be concluded that political marketing has a great impact on Nigeria democratic system, since marketing principles focus on the identification of need and wants of consumer,

The application of political marketing in governance can influence Nigeria stakeholder to need and wants of the society in the aspect of standard of living or welfare, managing various security situation and focusing on the best way to enhance national development.

## Recommendations

The study attracts the following recommendations:

- 1) Nigeria politician craving for or assume leadership position should imbibe political marketing in their style of governance in order to exhibit fairness as proxy of political marketing to the society.
- 2) Insecurity is a deadly problem facing every country in the world. It destroy entire nation. This study educates and mandates every Nigeria politicians to embrace the best strategy to solve problem of insecurity and inculcate the ethics of prompt response to violence as proxy of political marketing through various security agency in the country.
- 3) Nigeria politician who is occupying one leadership position or the other should exhibit transparency in governance as proxy of political marketing in order to utilize the available limited resources to enhance national development.
- 4) Political marketing principles should be knitted to democratic activities to assist in identify the need and wants of the society in respect of standard of living, marketing concept focus on the desire of individual toer for towards creating satisfaction and make life better for the society.

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