

# Political Marketing: Theoretical And Strategic Foundations By Wojciech Cwalina

By Wojciech Cwalina

Game theory is the study of strategic decision making. Early examples of game theory applied to political science are provided by Anthony Downs.

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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  
<http://www.amazon.it/A-Cross-Cultural-Theory-Voter-Behavior/dp/0789027356>

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