



Susan Barber <sbarber@cnu.edu>

Book Signing and Reception for Dr. Lisa Spiller and Dr. Jeff Bergner

1 message

Paul Tribble <ptribble@cnu.edu>

Wed, Oct 5, 2011 at 5:23 PM

To: faculty@cnu.edu, employees <employees@cnu.edu>

Please join Dr. Lisa Spiller and Dr. Jeff Bergner as they discuss their new book [Branding the Candidate – Marketing Strategies to Win Your Vote](#) on Thursday, October 6, at 4:00 p.m. in the Tribble Library Blechman Room.

[Branding the Candidate](#) is an impressive book written to empower voters to become sharper, more informed political consumers and closely studies political marketing strategies – especially those used by the Obama 2008 presidential campaign. A unique collaboration between the business marketing and political worlds, [Branding the Candidate](#) is right where theory and practice meet. It is a must-read for every citizen who is targeted by today's sophisticated political marketing techniques.

I am certain you will find Lisa's and Jeff's presentation very timely as well as interesting and informative. Books will be available for sale and a book signing and reception will follow.

--

President
Christopher Newport University
1 University Place
Newport News, VA 23606
Phone: [757-594-7001](tel:757-594-7001)
e-mail: ptribble@cnu.edu
