

MANAGEMENT LESSON LEARNING FROM POLITICAL ELECTION CAMPAIGN – A CASE STUDY

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ABSTRACT

The acceptance of a product in the market or among the people is not easy since it needs creative thinking and use of various marketing techniques for the, introduction, promotion and growth of the product. In the similar manner different marketing techniques were used by the campaigners of Narendra Modi. The drive begin by introducing Modi as a brand and face of BJP for 2014 elections after which this brand was promoted among the people of the country. The main focus was on the strengths of Modi and the weakness of the competitors.

The present study is based on secondary data which has been taken from different sources like newspapers, blogs, websites etc. The results of the present research reveal that the campaign carried out to build the brand and image of Modi was a success. The radiant strategies were undertaken as a result of which Modi became the national brand which was seen in the results of final elections of 2014.

KEYWORDS: *Narendra Modi, Election Campaign, Marketing Techniques*