

New ideas about marketing and marketing in politics

[Business](#), [Marketing](#)



According to Rehr, Obama lost control of a number of things he had control of at the beginning of his presidency. He lost a lot of arguments and he lost the high ground in a number of debates. The opposition was able to chip away at his credibility. It is hard to market yourself in this position. This is a solid analysis that makes a lot of sense.

In this article, Liodice talks about a marketing conference where a kind of constitution was developed for marketers. This document suggests a lot of important things that marketers today must know, such as that marketing is increasingly focused and is now part of a kind of creative ecosystem. The conference sounds very interesting and a great sounding board for new ideas about marketing. The author is attempting to be educational and explaining why he thinks this is a useful process. This sounds like a lot of useful information to me.