Dayton Conklin

Professor Barry

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Books Used As A Marketing Tool

When you walk into your local bookstore, the first books that you may see are those penned by celebrities, politicians, and consultants. Many times, the notable person’s face will be on the cover in order to catch the reader’s attention. In this report I will focus specifically on how politicians use books when considering a run for office in order to help market themselves. The publishing of a book by a politician has now become a sign that they are thinking about or will soon be entering into a race for election, specifically for president. In 2015, politicians such as Marco Rubio, Ted Cruz, Rand Paul, Mike Huckabee, among many others who ran for the 2016 election, all published books to “educate readers (and potential voters) about their childhood influences and their visions for a far better tomorrow” (Washington Post 2015). Through the public buying their books, the politicians are able to not only gauge public support, but also increase their name recognition, and thus, increase support. However, this trend does present some challenges. First of all, similar to PACs and Super PAC’s, the absence of a published book might make it harder for a politician to get there name out there, so does this make it harder for those without the resources to publish a book to succeed in a competitive race? Furthermore, the politicians also often use ghostwriters to write their books rather than writing themselves, which are often rushed in order to just get the book out there resulting in a lackluster book. In addition, these stories also do not always sell well; for example, Jeb Bush’s book published in 2015 sold fewer than 4,600 copies (Washington Post 2015). Why then, is it worthwhile for publishers to waste their time on such books if they have often failed to produce best sellers? This being said, it is no doubt that publishing a book does help politicians market themselves in a way to increase support. In conclusion, this trend has mostly been seen at the presidential election level, but it is interesting to think about whether we will soon see this trickle down into more local races.

Works Cited

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