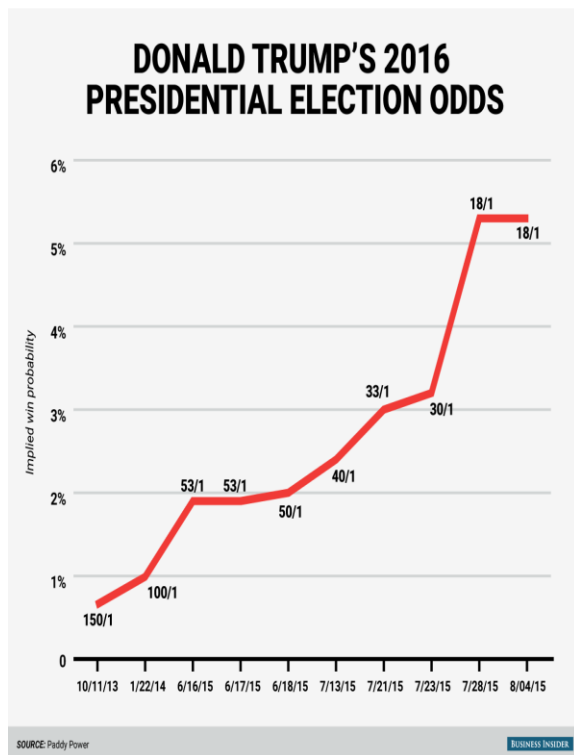


MANAGEMENT EDUCATION: Marketing strategies, challenges and opportunities based on Trump and Brexit.

Ishan Bhojak Pragya Mishra
Rcoem, Nagpur

MASSIVE WIN OF DONALD TRUMP:



This paper is based on management education, focusing on Marketing strategies.

The world turned upside down when DONALD TRUMP was elected as 45th president of United States of America.

Trump's defeat of Hillary Clinton turned on its head years of wisdom about how

campaigns operate, how America's demographics are changing and how a controversial nominee can affect down-ballot candidates.

1) Trump won

The polls were wrong. Projection models were wrong. Veterans of previous presidential campaigns were wrong.

Trump's victory is one of the most stunning upsets in American political history.

American voters swept Republicans into power, handing the GOP the White House, the Senate and the House in a wave that no one saw coming.

Political professionals will now spend the coming weeks and months studying just how and why everyone missed it.

2) There is a Trump coalition

Overwhelming support from white, working-class voters swept Trump to victory.

Most important: Democrats' so-called "Blue Wall" of Pennsylvania, Michigan and Wisconsin crumbled, with Trump winning two of the three outright, and leading in Michigan in the early Wednesday hours.

Democrats won urban areas, as usual. But Clinton ran far behind President Barack Obama's 2008 and 2012 numbers in exurban America. And in rural regions, white voters supported Trump by margins that often topped 40 percentage points.

In some places, it was the "hidden" Trump supporters the campaign had touted but polls never found. Elsewhere, it was Democratic turnout falling off from 2012 levels.

The difference was particularly evident in states where Clinton had struggled in the Democratic primary against Bernie Sanders, whose protectionist message on trade largely matched Trump's.

3) There wasn't a Clinton coalition

Or, at least, strong turnout from new Latino voters and support from college-educated women was nowhere near enough to match Trump's strength with white voters.

Clinton was hurt by a downtick in African American turnout, which had helped Obama.

But her loss also reflected the reality for a Democratic Party that has drifted leftward and relied more heavily on an urban base in the Obama years. "Blue dogs" -- conservative Democrats -- are gone. And the working-class voters who used to support politicians like Bill Clinton were nowhere to be found for Hillary Clinton.

4) Campaign tools are limited

Clinton's campaign infrastructure was as impressive as any ever assembled. It had targeted, identified and reached crucial voters in battleground states.

She'd also outspent Trump on TV ads, set up many more field offices, and dispatched more staff to swing states, much earlier.

Trump, meanwhile, ran a scattershot organization, entirely reliant on the Republican National Committee for all get-out-the-vote operations.

None of it mattered.

Or, perhaps, it did -- Clinton, after all, won Nevada, a testament to the left's organizing prowess, and she came close in Florida after racking up huge leads in the heavily populated, heavily Latino southeastern portion of the state.

But it was not enough. Clinton's operation didn't catch problem areas in the Rust Belt. By the time Clinton and Obama made last-minute visits to Michigan this week and closed the campaign in Philadelphia on Monday night, it was too late.

5) No down-ballot damage

Republicans everywhere assumed Trump would be a drag on the party's hopes of keeping Senat control.

He wasn't at all. And in some states, Trump appears to have helped Republicans.

He had coattails, outperforming the GOP Senate candidates in Indiana and Missouri, and ran roughly even with those in Pennsylvania, North Carolina, New Hampshire and Wisconsin.

The results suggested there just weren't many split-ticket voters -- a reality that would have terrified Republican senators prior to the election, but that turned out to work in the party's advantage.

"Democrats believed they had the golden ticket when Donald Trump officially earned the nomination," Ward Baker, the executive director of the National Republican Senatorial Committee, said in a memo early Wednesday morning. "They worked to nationalize every race -- and when the bottom fell out of Clinton's candidacy, they had no message, no strategy, and no ability to pivot to local issues."

First, growth beats redistribution. Clinton's barely discussed economic plan was to expand Obama's left-leaning agenda, so that it looked more like the socialism of her opponent in the Democratic primary, Bernie Sanders. Higher taxes for the wealthy, together with more "free" (taxpayer-paid) services, was, she argued, the best route to combating inequality.

Trump, by contrast, hammered home messages about jobs and incomes. Though the media almost exclusively covered his most hyperbolic and controversial

statements, it was largely his economic message that won him support. People want hope for a better future -- and that comes from rising incomes, not from an extra government-issued slice of the pie.

The second lesson concerns the risk of dismissing, let alone condescending to, voters. From the start, Clinton was not broadly liked. Revelations during the campaign -- for example, that, in a 2015 speech, she had said that "deep-seated cultural codes, religious beliefs, and structural biases have to be changed" to secure women's reproductive and other rights -- reinforced fears that she would push too progressive a social agenda.

Recognizing these shortcomings, Clinton tried to win the election by making Trump unacceptable. But her remarks that half of Trump's supporters belonged to a "basket of deplorables" -- that they were racist, sexist, homophobic,

xenophobic, Islamophobic -- reinforced the impression that she and her party looked down on Trump voters as morally contemptible and even stupid.

The third lesson is that a society's capacity to absorb rapid change is limited. When technological progress and globalization, not to mention social and cultural change, outpace people's ability to adapt, they become too jarring, disruptive and

overwhelming. Many voters – not just in America – also fret over terrorism and immigration, especially in combination with these rapid changes.

Add to that concerns about America’s growing opioid epidemic and a tedious and intolerant form of political correctness, and, for many, change did not look like progress. If democratic political systems do not find ways to ease transitions, provide shock absorbers, and accept heterodox attitudes and values without condemnation, voters will push back.

The final lesson relates to the danger of the ideological echo chamber. The repeated claim by shocked Clinton voters that no one they knew voted for Trump reveals the extent to which too many people – Republicans as well as Democrats – live in social, economic, informational, cultural and communication bubbles.

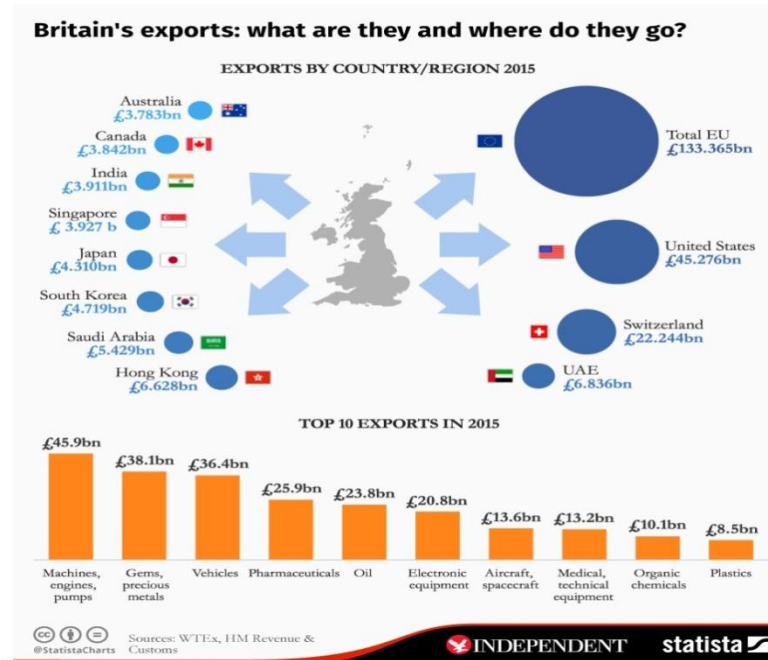
Falling trust in national media, combined with a proliferation of internet communication, has created a world where the news people read is often created with the goal of “going viral”, not informing the public; the result can barely be called news at all. Moreover, the information people see is often filtered, so that they are exposed only to ideas that reflect or reinforce their own.

Interpretations of elections as auguring fundamental realignments are often wrong.

There is far more contingency in politics than “demography is destiny” would assume.

The question now is whether there will be a cyclical shift back to the Democrats or whether the movement in 2016 – particularly of the white working-class toward the GOP – proves stickier. Political scientists like Lee Drutman have been “betting the over,” as it were, on fundamental and permanent shifts in the party coalition.

BRITAIN’S EXPORTS:



ONE of two cities: the populist-nationalist Republicans in Cleveland, and the establishment—some would say elitist—Democrats in Philadelphia. Yes, it’s obvious

that there's a gap between the two, maybe more like a chasm.

So now we will begin to examine the divide between nationalism and globalism, focusing on the nationalist eruption in the United Kingdom.

Indeed, fair-minded Americans might ask: What's Hillary Clinton's plan, other than more of the Obama status quo? We can further say: It's only a matter of time before someone does an ad morphing Clinton's face with that of Germany's Angela Merkel—two peas in the same open-borders pod.

Second, we can observe that long-term trends are favorable to nationalists, such as Trump, and unfavorable to globalists, such as Clinton.

Indeed, the degree to which the UK establishment was flummoxed by Brexit is astounding. The polls were virtually unanimous that Brexit would lose—and they were all wrong.

2. British Politics as a Leading Indicator for American Politics:

It did not help matters that all Cameron could offer, in response to the Leave campaign's promise to "take back control" and restore British parliamentary sovereignty, was a parade of "experts"—

ranging from the World Bank and the IMF to Barack Obama—all of whom warned against leaving the EU. Experts, too, are out of fashion in Britain. "We are about democracy, they are about economics" said Johnson, while Michael Gove, a former key Cameron ally turned impassioned Leave campaigner, remarked that "I think people in this country have had enough of experts."

The EU as constructed is not only corrosive but ultimately dangerous, and that is the phase we have now reached as governing authority crumbles across Europe. The Project bleeds the lifeblood of the national institutions, but fails to replace them with anything lovable or legitimate at a European level. It draws away charisma, and destroys it. This is how democracies die. So of course Brexit won.

3. "One Nation" Conservatism

On the day she took office, May started out with a nationalist-patriotic bang. Appealing to the forgotten man and forgotten woman of the UK, May spoke to them directly. And her language was about more than just tax cuts.

4. U.S for U.S

In the past, adhering to the ideas of our first treasury secretary, Alexander Hamilton, the US has also emphasized One Nation economic development—and with great

effect: The Erie Canal was an industrial strategy. So was the Transcontinental Railroad and, for that matter, all the railroads. So, too, was the Tennessee Valley Authority, jet aviation, the Interstate highways, the Internet, and GPS. The typical pattern was that the government would jump-start the idea, and then the private sector would take over, reaping profits and creating jobs.

We can quickly see: If there's a center that needs to be occupied in order to win elections, it can be occupied by either the center-right or the center-left. After all, in a big country, there's no such thing as pure right-wing or pure left-wing governance. And what's most imperative is keeping the greens and the multiculturalists out of power. If the right fails to do that, we end up with Obama's America—or Hillary's America.

5. Nationalism vs. Globalism

Yes, Brexit won, and that means that the nationalists won. And yet, the globalists are attempting to deny that victory. This is not surprising; the EU, after all, has built up its own culture of post-nationalism, and Eurocrats can't be expected to change their mind just because the voters have spoken.

We can pause to note that the Brussels-based EU, that melange of 28 countries and a population totaling nearly 500 million, paying top salaries to hundreds of

thousands of technocrats, has indeed developed its own "gravity"—even if it's mostly jet-setting knowledge-workers and bankers who feel the attraction.

CONCLUSION:

Thus, world was turned upside down when Donald Trump was elected as THE PRESIDENT and BRITAIN exited the European nations. The surprise Brexit vote result in the United Kingdom represents a sensational victory for populist politics and made Donald Trump presidency more likely.

Brits stunned the world yesterday by choosing to ditch the European Union and reclaim their own sovereignty, a result that has rocked the global order. Thus, giving us an incredible scope in marketing and management skills.