

The topic of presented doctoral thesis is information management using political marketing tools in election campaigns in years 2005 - 2009. The doctoral thesis is using empiric researches havin analysis and information management as a purpose in different political parties by using political marketing tools. The researches concern processes of information management in election campaigns in years 2005 - 2009.

Before researches the doctoral thesis includes theoretical knowledge according choosen theories according organization and management science, especially system theory and system analysies as a basic theory in political process analyses. The doctoral thesis includes detailed information theory in political communication aspect and political marketing.

After analyzing a lot of materials the analyses of political communication in election campaigns were done. In summering tabulation were done of quantitative researches as a proportion substantive and no substantive information.

The analyses of political spots influence to the dynamic changes of endorsement to the parties shows that the same spots of populist character had seen influence to the increase of parties popularity. And same substatnive spots had very small poll effects.

Used detailed text analyses method and cause and effect analyses of political information in different election campaigns allowed to observe the paradox of efficient communication operations, from one side using better marketing tools from one to another campaign and purposes achivement and from the other side building in the society belief of populistie informations that are not having too much in common with political programmes.