Title of Article: An Analysis of The Service Dimension of Politics.

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Abstract: Politics is service to the society and will best be provided in a marketable form. Thus, a marketable service is a plus to politics because they share the same features. One of the characteristics is the ‘reputation’ of the service provider. This is why the electorate worry about the profile of the political candidate before taking a decision to offer their mandate. Again, like the marketable service, politics is pivoted on ‘promise’. The politician makes a promise and entreats the voter to believe him. This is where the issue of ‘trust’ comes in. The customer must trust the service provider to deliver and it is on the basis of trust that the transaction occurs. The focus of this paper, therefore, is to identify the common.