Title of Article: Capitalizing On Infinitesimal Calculus In Political Marketing.

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Abstract The calculus, known to be a branch of mathematics dealing with differentiation and integration of variable quantities, is used to solve many mathematical problems. This paper explores these problem-solving qualities of calculus to determine how they enhance the practice of political marketing in our rapidly democratizing world. More importantly, science and technology are known to be providing appreciable impetus in every sphere of human endeavour and political marketing is no exception. Another objective of this paper therefore, is to interrogate the nature and dimension of this impetus within the context of electoral politics with specific reference to political marketing practice.