



century Sangkhalok bowl, a ceramics prized by the local population, and which had been taken by the national government in Bangkok. Banharn also sponsored local dramas such as “The Blood of Suphan” that showed the provinces historical greatness. Such activities in combination with constantly touring the province for “on-the spot-inspections”, always accompanied by an entourage of journalists, have changed citizens’ perception not only of Banharn but also of themselves. Nishizaki provides countless anecdotes that show how Suphanburians have begun to speak of their province in favorable terms, pointing out the many “victories” that have been achieved over other provinces ever since Banharn came to power, including “better roads”, “cleaner towns” and “hard-working bureaucrats” thanks to the discipline Banharn has injected into the local state apparatus through his frequent impromptu visits to government departments. Nishizaki also describes how local citizens defend their parliamentary representative against corruption allegations or other attempts to question the moral integrity of Banharn. The shared experiences of traveling on newly built roads, being collectively engaged emotionally in the dramatic “rescue” of cultural artefacts from sinister Bangkok elites in combination with being constantly reminded about Barnhan’s many other good deeds by signboards on hospitals, schools and other public buildings have created an imagined community locals can positively identify with and to which they have begun to refer to as Banharn-buri. This “provincial pride” (p. 24), and the resulting emotional support for Barnhan is so strong, that he continues to win elections without having to resort to coercion, violence or vote-buying at the individual level, Nishizaki argues.

Several conclusions can be drawn from Nishizaki’s in-depth account of the career of one of Thailand’s most successful rural politicians. One, the democratization of rural Thailand has been cast in too negative terms in previous studies. Political dynamics in Suphanburi show that subnational politicians may not be the socially debased local bosses whose rule is solely based on violence, coercion, electoral fraud and the distribution of private patronage. In “Banharn-buri”, election related violence is notably absent as is individual vote-buying according to the author. Two, the study under review here also exposes the simplistic and Western-centric understanding of “progress” many “community-driven” foreign development projects are based on in Thailand and other Southeast Asian countries.<sup>iv</sup> At the time of writing, Suphanburians remained relatively poorer than their counterparts in other industrialized Thai provinces, Nishizaki shows. Yet residents in the province do not blame Banharn for this lack of economic growth (p. 188). The study provides a fascinating account of how locals understand development and how this creates accountability dynamics that are based on a notion of service delivery that differs profoundly from Western development agencies. Three, Nishizaki’s portrait of Banharn challenges the theoretical underpinnings of many existing studies on rural politicians in Thailand and other parts of Southeast Asia. For instance, Nishizaki’s account of the “non-material dimension” (p.26) of Banharn’s material contributions to Suphanburi province challenges rational choice approaches to local clientelism, which see political behavior driven by individual material interests only. The author’s findings from Suphanburi province suggest that voters may support politicians even if they do not greatly improve citizens’ economic situation. Similarly, the argument put forward also challenges Marxist approaches. Class consciousness and, by extension, class tensions are absent in Suphanburi, according to Nishizaki’s account. Instead, if not necessarily shaped by traditional patronage relations, emotional bonds between affluent politicians and the masses determine politics in the province.

Overall, the situation Nishizaki describes for Suphanburi is reminiscent of the kind of “brand politics” that have become so ubiquitous around the globe in recent years. In many democracies, particularly at the local level, politicians have abandoned parties because they “no longer see mass parties as able to offer a persuasive ideology, significant resources, or the organizational support needed to win elections.”<sup>v</sup> Consequently, much like marketing managers are branding a product, politicians style themselves in a fashion they hope will win them public support, without spending too much thinking on actual programs or the implementation of concrete policies. In other words, very much like the decision about buying a Brioni raincoat is not determined by considerations about the functionality of the garment (a raincoat from Hennes& Mauritz would serve the same purpose for much less money), voters support brand politicians as a means of acquiring an identity rather than in the hope of receiving tangible benefits or because of concrete policy proposals. In other words, “[b]y acquiring the product, consumers aspire to become different people... A successful brand also helps to differentiate the candidate from the competition. Hence, the brand must innovate: it aims to awaken interest by surprising the voter...”<sup>vi</sup>

Nishizaki claims that there is no shortage of Banharn-like figures in Asia and compares him to figures such as Kakuei Tanaka, Japan’s former prime minister who was ousted for corruption but nevertheless remains very popular in his home prefecture of Niigata (p. 220); South Korea’s Kim Dae Jung who remains popular in Jeolla province for lifting it from “backwardness” and Ferdinand Marcos who is fondly remembered in his home-province of Ilocos Norte as a figure who had a transformative impact on the region. In fact, one does not need to venture this far back to find similar figures in the region. Brand politicians have cropped up across democratizing Southeast Asia in recent years. Thaksin Shinawatra in Thailand, Benigno Aquino III in the Philippines and Joko Widodo in Indonesia have become hugely popular by successfully branding themselves as innovators and visionaries determined to “change” politics but actually offering very little in terms of concrete policy programs or solutions to their countries many problems.<sup>vii</sup>

Nishizaki’s research therefore points towards much needed research on such brand politicians and how they generate support from below, particularly in light of the relatively minor role election related violence has come to play in the region<sup>viii</sup> but also the fact that demands for patronage far outstrip the financial means of most candidates.

However, structural factors, which are given short shrift in this study under review here, need to be placed at the center of such a research enterprise. Nishizaki admits that Barnhan’s political career is pretty unique in Thailand. For instance, Narong Wongwan (□□□□□□□□□□□□□□□□), aka the “godfather of Phrae province”, a businessmen who holds assets in the tobacco industry and also has strong links to the drug trade in Thailand’s northern regions, would have had the resources and contacts to follow a strategy similar to Banharn’s. Yet, Wongwan’s reign over the province was less durable due to “lack of political will”, according to Nishizaki (p. 217). However, Nishizaki’s account also suggests that Wongwan’s political machine and the “brand politics” he followed began to unravel when the US increased its anti-drug efforts in the region, which shrank Wongwan’s economic base. In short, local socio-economic conditions may

play an important role in determining the longevity of subnational political machines and the brand politics surrounding it.

Likewise, future research has to examine more closely why exactly people support such politicians. While Nishizaki's focus on "the electorate" and its motivations offers a fresh perspective to scholarship on local strongmen that focuses mostly on elites, the author says surprisingly little about the composition of local electorates but simply treats it as a homogenous bloc. Again, socio-economic conditions seem to play an important role in whether brand politics are an option for local politicians or not. The "economic autonomy" of voters, for instance, plays a crucial role in determining the leverage politicians have over the electorate.<sup>ix</sup> Arguably, in provinces where local socio-economic conditions create "locked-in" electorates, politicians have no need to engage in brand politics as captive voters have to support them anyway.

Even if the electorate is fairly autonomous economically, therefore forcing politicians who cannot rely on patronage to engage in "brand politics", existing research on "brand politics" showed that "a good brand resonates with the public, but there is a high level of uncertainty and error in assessing a brand's potential resonance..."<sup>x</sup> How receptive electorates are to "brand politics" is another reason for why future research on the politics of social identity needs to disaggregate "the electorate", as the composition of local populations may determine what kind of "brand politics" emerge and whether they help politicians to stay in power. Recent research on local strongmen suggests that, in fact, different classes think very differently about pork-barreling or highly symbolic (but expensive) prestige projects conducted in the name of "development".<sup>xi</sup> Brand politics of the kind Banharn pursued in Suphanburi may therefore not be very successful in more affluent provinces. Future research will need to show whether brand politics are simply adjusted to such local circumstances or abandoned altogether if the electorate is more affluent.

Overall, Nishizaki innovates study points to new directions in the study of local strongmen in Southeast Asia and beyond. Strongmen may stay in power for decades not due to coercion, the distribution of patronage or the adoption of actual policies that improve the socio-economic well-being of the electorate but rather because they strike a chord with the aspirations, dreams and hopes of local electorates. However, such research on the politics of social identity needs to examine whether the mass of voters is really the amorphous, web-like<sup>xii</sup> entity the author portrays it to be or whether the electorate is actually structured along socio-economic (or other) dimensions, with important consequences for the kind of brand politics described in this book. Nishizaki's book also raises new and important research questions about the sustainability of "brand politics". As the author points out, Banharn has failed to routinize or institutionalize his rule in Suphanburi province and it is therefore unlikely that his children will take over after his death (p. 200). Brand politicians, in other words, struggle to entrench themselves to the degree strongmen do whose power is rooted in patronage and/ or coercion. The Thai case is therefore an important starting point for emerging discussions in scholarship on Southeast Asian politics that introduced elections more recently. While the growing visibility of families and national politics<sup>xiii</sup> has prompted discussion about the Philipinization of Indonesia<sup>xiv</sup>, given the absence of election related violence in Indonesia and the relative economic autonomy of most of Indonesia's electorate, it is arguably more accurate to speak of a "Thailand-ization" of the country's politics, with "brand politicians" struggling to entrench themselves and their families in politics. In other

words, local strongmen need to be differentiated into “brand politicians” and “bosses/ local autocrats” since the power bases of these two types is very different with potentially important consequences of the democratization of politics. While the former may be able to entrench themselves in politics, the latter’s grip to power seems to be temporary and allow for the possibility of other players to emerge in the local political arena.

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<sup>i</sup> See, for instance, Richard Snyder, "Scaling down: The subnational comparative method." *Studies in Comparative International Development* , Vol. 36, No. 1 (2001): 93-110.

<sup>ii</sup> See, for instance, David Wurfel, *Filipino Politics: Development and Decay*. Quezon City: Ateneo de Manila University Press (1988).

<sup>iii</sup> See, for instance, James Ockey, “The Rise of Local Power in Thailand: Provincial Crime, Elections, and the Bureaucracy,” In Ruth McVey (ed.), *Money and Power in Provincial Thailand* (Copenhagen, NIAS, 2000), pp. 74-96.

<sup>iv</sup> See, for instance, Patrick Barron, Rachel Diprose and Michael Woolcock, *Contesting Development: Participatory Projects and Local Conflict Dynamics in Indonesia* (New Haven: Yale University Press, 2011). For a critique of such ‘participatory’ development projects , see Tania Murray Li, *The Will to Improve: Governmentality, Development, and the Practice of Politics* (Durham, Duke University Press, 2007).

<sup>v</sup> See Eleonora Pasotti. *Political branding in cities: the decline of machine politics in Bogotá, Naples, and Chicago*. (Cambridge: Cambridge University Press, 2010), p. 1.

<sup>vi</sup> Pasotti 2010, pp. 4-22.

<sup>vii</sup> In Indonesia, Joko Widodo become famous as a provincial politician not least because of his impromptu visits (*blusukan*) to markets, government offices and construction sites as mayor of Solo City prior to his presidency. Other districts heads and mayors in Indonesia follow strategies similar to Banharn in Suphanburi, as the numerous reports on highly symbolic (but essentially useless from a development perspective) projects such as contracting Brazilian football players for local sports teams or building aerial Gondola systems as an answer to Indonesia’s traffic problems, show.

<sup>viii</sup> Michael Buehler. “Suicide and Progress in Modern Nusantara: The Absence of Political Murders in Indonesian Elections,” *Inside Indonesia*, Vol. 96, July-Sept 09.

<sup>ix</sup> McMann 2006.

<sup>x</sup> Pasotti 2010, pp. 4-22.

<sup>xi</sup> Rebecca Weitz-Shapiro. *Curbing Clientelism in Argentina: Politics, Poverty, and Social Policy*. (Cambridge: Cambridge University Press, 2014).

<sup>xii</sup> One of Yoshinori Nishizaki’s advisors during his PhD at the University of Washington was Joel Migdal, who coined the term ‘weblike societies’. See Joel Migdal. *Strong Societies and Weak States: State-Society Relations and State Capabilities in the Third World* (Princeton: Princeton University Press, 1988).

<sup>xiii</sup> See, for instance, Michael Buehler “Married with Children: The second round of direct elections for governors and district heads shows that democratization is allowing powerful families to entrench themselves in local politics,” *Inside Indonesia*, Vol. 112, Jul-Sep 13.

<sup>xiv</sup> See, for instance, Andreas Ufen "Political parties in post-Suharto Indonesia: Between politik aliran and'Philippinisation'." *GIGA Working Paper*, No. 37 (Hamburg, GIGA 2006).