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**Dear Guests:**

My professional mission is to support personal development of persons active in the public sphere. I have been specializing in political marketing for more than a decade now. I am a trainer, a university lecturer, and a consultant with international experience. I comment on current events in the media and publish books on political marketing. I know how to establish and manage organizations. I would be very pleased to cooperate with you in these areas.

*Sergiusz Trzeciak*

**POLITICAL  
AND TERRITORIAL  
MARKETING**

**PUBLIC  
IMAGE**

**PUBLIC  
AFFAIRS**

## BOOKS



My books on political marketing, election campaigns, political analysis.

[More](#)

## TRAININGS



Overview of my training in the fields of PR in local authorities, parliamentary elections, political marketing on the web and other.

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## ADVICE



I provide consulting related to public image, election campaigns and parliamentary campaigns.

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## MEDIA



Media outlets that I have done interviews for, my publications, issues that I have covered and photos for press use.

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## Books

### ➤ Poland's EU Accession

➤ Political Marketing and the Internet

➤ The European Game: Poland's accession negotiations with the European Union

➤ Election Campaign. Strategy of Success

More ➤

You are here: [www.trzeciak.pl](http://www.trzeciak.pl) ➤ [Books](#) ➤ [Poland's EU Accession](#) ➤

## Poland's EU Accession



The book analyses **the accession negotiations carried out by Poland in the lead-up to joining the European Union**. I recreated the process by interviewing leading negotiators and political decision-makers as well as by scrutinizing agency dispatches and numerous press releases and articles.

The underlying premise of 'Poland EU Accession' is that **Poland's position during negotiations with the EU was firmly rooted in internal policy considerations**, in particular public opinion pressures and influence from political parties and stakeholders.

The book might be particularly valuable for institutions based in countries on the cusp of change in Eastern Europe and the Middle East. Poland's experience of democratic transformation shows that there was nothing automatic about Poland's progression from dictatorship to democracy.

Therefore 'Poland's EU Accession' offers useful lessons for countries wanting to consolidate their democratic structures, pointing out potential pitfalls that Poland experienced in the lead-up to EU and NATO accession. The book also describes how Poland, despite these set-backs, managed to exude consistency and credibility in the midst of belt-tightening reforms.

'Poland's EU Accession' was **published by Routledge**, one of the most established global publishers in the field of social sciences and a publishing house steeped in tradition (established in 1836).

The book is available to purchase at numerous online stores, eg. [www.amazon.com](http://www.amazon.com) – and segments of the book can, upon request, be translated and adapted as a manual by academic institutions, democratization NGOs and political campaigns.

More details on the book are available on the publisher's [website](#).

If you want the book for the collections of a particular library, I encourage you to order it using this [form](#).

If you want to receive a copy of the book to write a review, please see [here](#) for details.

## The news

- Jak zbudować markę osobistą?
- Nowa anglojęzyczna wersja strony
- Budowanie marki osobistej – oferta coachingu

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## Write to me

I will gladly answer your questions and suggestions.

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## Newsletter

If you want to receive information



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General scope:

- Analysis of current domestic and foreign affairs
- Political leadership
- Political communication
- Political marketing
- International affairs
- European Union
- Civic education / systems of education

Particular subjects:

- Political marketing, how to conduct an election campaign, election campaign strategies
- Funding in politics, political corruption
- Image of Poland abroad; influence of domestic affairs on foreign policy; theories of negotiations and international affairs; application of the game theory to international negotiations
- Poland-EU relations (EU summits); EU foreign policy; Poland-EU accession negotiation
- Comparison of education systems; studying abroad.

**Please feel free to contact me: telephone +48 668 176 147 or e-mail [sergiusz@trzeciak.pl](mailto:sergiusz@trzeciak.pl).**

**I cooperate with the media: press, radio, television, Internet.**

**So far, I have granted interviews and commented on political affairs for:**

- **electronic media**



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[Send the question ↗](#)

### Newsletter

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