



Como Ganar Elecciones (Spanish Edition)

Jose Antonio Garmon Fidalgo

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El candidato es la cara visible de una campaña electoral. Pero detrás de él hay mucho más. Una campaña electoral necesita de personas trabajando para el candidato, unas serán pagadas y otras serán voluntarios que se han aproximado a él porque creen en su visión o en su carácter. En "Cómo ganar elecciones" verás cómo se relacionan esas personas, dónde reclutarlas, qué tipo de publicidad es la que más te interesa, cómo tratar con los medios de comunicación, los diferentes tipos de actos públicos que puedes realizar, cuál es la mejor estrategia para conseguir donaciones, y cómo persuadir y movilizar a tu electorado entre otras muchas cosas. Una campaña electoral es un mundo complejo y "Cómo ganar elecciones" pretende poner un poco de orden dentro de esa complejidad. De una manera sencilla conocerás todo lo que puedes precisar para dirigir una candidatura con posibilidades de éxito. Este libro se convertirá en tu texto de cabecera durante las semanas que dure la campaña electoral. Volverás una y otra vez a él y cada vez que lo hagas obtendrás una nueva idea que te será de utilidad para conseguir tu objetivo: el éxito de tu candidato.

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