

Marketing político

Political Marketing 2.0



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Transmitting, persuading, communicating and above all convincing. Political marketing is an essential tool for approaching voters and gaining their confidence, the aim of all electoral campaigns. Marketing, however, and particularly political marketing, has evolved under the influence of new platforms of communication.

It is now unthinkable to plan a political campaign without taking into account the internet and social networks. They help with the work, save resources and improve communications with ordinary people but they have to be used with skill, dedication and care.

Manuel A. Alonso and Ángel Adell pool their academic and professional knowledge in this book. They also call on various international political experts, who bring an interesting and practical vision to bear on the subject.

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