



Dirección de Campañas Electorales (Spanish Edition)

Andrés Valdez Zepeda, Delia Amparo Huerta Franco

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El modelo de gerencia de una campaña electoral predefine su resultado. Una campaña caótica, mal planeada, desorganizada y sub administrada, generalmente, es una campaña perdedora. Por el contrario, una campaña bien planeada, dirigida, organizada, evaluada y controlada es una campaña ganadora. De ahí la importancia de cuidar el modelo de gerenciamiento de la campaña, para que ésta se convierta en una ventaja competitiva que asegure ganar la elección. En este libro, se abordan los aspectos centrales del gerenciamiento de una campaña electoral, se recomienda, además, una serie de estrategias y tácticas orientadas a generar campañas electorales exitosas.

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