



EL MARKETING DE LOS PARTIDOS POLÍTICOS: La lucha por el poder (Spanish Edition)

José Javier Orosa González

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Una clara introducción a las estrategias electorales de los partidos.

Desde finales del pasado siglo se observa, a nivel global, un proceso de implantación del sistema político democrático. Consustancial a este régimen político es la coexistencia de pluralidad de ideologías que se desarrollan en un entorno de competencia y que configuran la denominada oferta política. La mayor complejidad del mapa político favorece el nacimiento y espectacular desarrollo de una nueva ciencia: el marketing político. De forma paralela, se observa en los procesos electorales una menor diferencia entre los resultados de las distintas formaciones políticas. Por lo que resulta imprescindible la profesionalización de las personas responsables de los recursos utilizados en las campañas. En este orden de cosas, el marketing de los partidos políticos resulta un elemento fundamental para coordinar y dirigir la lucha por el poder.

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