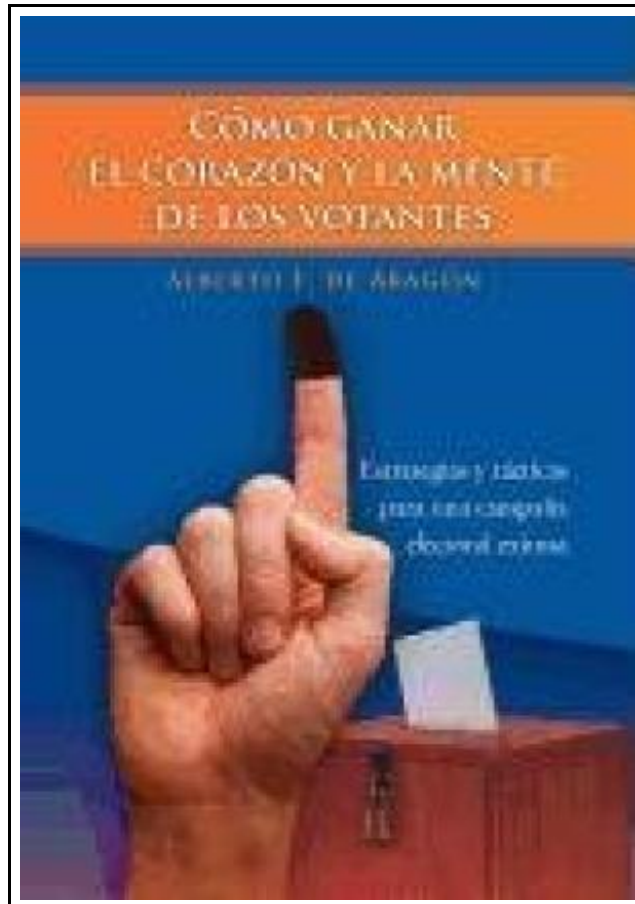


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Palibrio, United States, 2011. Hardback. Book Condition: New. 229 x 152 mm. Language: English,Spanish . Brand New Book ***** Print on Demand *****.Para el Instituto Centroamericano de Estudios Politicos, INCEP, colaborar con su gran amigo Alberto de Aragon en la publicacion de su mas reciente libro, es verdaderamente un gusto y un honor, por tratarse, en primer lugar, de un libro de actualidad y trascendencia para el mundo politico de Guatemala y la region, y en segundo lugar (no menos importante), por tratarse de Alberto, un excelente amigo, un academico con mayuscula experiencia en temas politicos y un intelectual, que a pesar de razonamiento logico y cientifico, ha continuado cultivando su calidad humana, su enorme sensibilidad y la certeza que el votante, mas que un numero y un voto, es ante todo un ser humano que piensa, siente y, por lo tanto, merece respeto y consideracion. Eso lo demuestra y testimonia el mismo nombre de la presente publicacion Como ganar el corazon y la mente de los votantes. Estrategias y tacticas para una campana electoral exitosa, en el que Alberto presenta las estrategias y tacticas cientificamente disenadas y probadas en la experiencia de mas de 40 anos de dedicarse al manejo y orientacion de multiples campanas politicas exitosas, desde los ya lejanos anos 60s en Puerto Rico, y mas de 30 anos de haberse radicado en Guatemala, pasando por campanas y paises, en los que ha recogido conocimientos invaluables, y ha dejado plasmada su capacidad y talento. Hoy despues de mucha insistencia por parte de quienes nos consideramos sus amigos y discipulos, por fin, ha hecho la recopilacion de las estrategias y tacticas, siguiendo rigurosamente el metodo que le ha permitido dirigir campanas electorales de manera exitosa, como el consultor politico internacional que en realidad es. Y no es para...



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