



O Livro Secreto Do Marketing Eleitoral (Portuguese Edition)

Alex Roccar

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O LIVRO SECRETO DO MARKETING ELEITORAL Quais são os segredos dos grandes campeões de votos? Como eles conseguem contrariar a percepção, quase unânime, de que a classe política não é digna de confiança? É para responder essas perguntas que “O livro secreto do marketing eleitoral” foi produzido. Baseado em mais de vinte anos de experiência na coordenação, assessoria e consultoria de campanhas eleitorais do autor Alex Roccar e na sua formação acadêmica, claramente direcionada à especialização sobre o assunto, o livro sintetiza as principais técnicas e conceitos utilizados pelos grandes campeões das urnas. Dividido em oito módulos, o livro explica de maneira clara e sucinta, os passos que levam o candidato a vereador à vitória, tirando-o do lugar comum e mostrando como “pensar” na forma de condução dessa empreitada tão árdua, porém tão inspiradora e excitante. Se você é candidato, assessor parlamentar, coordenador de campanha, cabo eleitoral, simpatizante ou é um eleitor curioso em saber como o seu voto é conquistado, esse livro é um presente indispensável e esclarecedor.

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