



"Bienvenidos al cambio": la construcción de la imagen política de Sebastián Piñera (2009) y Pedro Pablo Kuczynski (2016) [

2020

text (article)

Analítica

The increasing insertion of businessmen in the highest governmental spheres of Latin American countries has aroused a renewed interest in analyzing and understanding the modalities of building political leaderships, their tools and strategies. This article proposes a comparative analysis of the political image building process of two exponents of the private-business sphere, the former Peruvian president Pedro Pablo Kuczynski (2016-2018) and the current Chilean president, Sebastián Piñera (2010-2014 / 2018-). It is intended to systematize this process, highlighting the combination of tools and tactics of communication, image and political marketing used to position them in the public sphere as representatives of a "new policy"

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Editorial: 2020

Tipo Audiovisual: imagen política liderazgo empresarios nueva derecha cambio Perú Chile political image leadership businessmen new right change Peru Chile imagem política liderança empresários nova direita mudança Peru Chile

Documento fuente: Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos, ISSN 1668-0227, N°. 112, 2020 (Ejemplar dedicado a: Imagen e identidad política en América Latina), pags. 241-256

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Lengua: Spanish

Enlace a fuente de información: Cuadernos del Centro de Estudios en Diseño y Comunicación. Ensayos, ISSN 1668-0227, N°. 112, 2020 (Ejemplar dedicado a: Imagen e identidad política en América Latina), pags. 241-256

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es