

Contents

Introduction	1
1 Research Design and Theoretical Approach	5
2 The Challenges of Latin American Conservative Parties in Recent History: The Argentina Case	16
3 The Programmatic Renewal of the Conservative Parties in Adverse Times	25
4 The Construction of New Organizational Mechanisms for Party Mobilization	35
5 Political Mobilization of Conservative Parties Based on “Moral Panic” and Fear of the “Venezuela Model”	45
6 The Interaction between the Three Factors	51
7 The PRO in Comparative Perspective: Recrear, the Child of 2001 that Could Not Grow Up	53
Conclusions	60
References	69