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Party Brands in Crisis

Partisanship, Brand Dilution, and the Breakdown of Political Parties in Latin America

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CAMBRIDGEUNIVERSITY PRESS

32 Avenue of the Americas, New York, NY 10013-2473, USA

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www.cambridge.org

Information on this title: www.cambridge.org/9781107073609

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First published 2016

A catalog record for this publication is available from the British Library.

Library of Congress Cataloging in Publication Data

Names: Lupu, Noam, author.

Title: Party brands in crisis: partisanship, brand dilution, and the breakdown of political parties in Latin America / Noam Lupu, University of Wisconsin–Madison. Description: New York, NY: Cambridge University Press, [2015] | Includes bibliographical references and index.

Identifiers: LCCN 2015028913 | ISBN 9781107073609 (Hardback : alk. paper) Subjects: LCSH: Political parties—Latin America. | Party affiliation—Latin America. | Party discipline—Latin America. | Latin America—Politics and government—1980-3650 Classification: LCC JL969.A45 L86 2015 | DDC 324.2098—dc23 LC record available at http://lccn.loc.gov/2015028913

ISBN 978-1-107-07360-9 Hardback

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