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978-1-107-07360-9 - Party Brands in Crisis: Partisanship, Brand Dilution, and the Breakdown of Political Parties in Latin America

Noam Lupu

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Party Brands in Crisis

Why have so many established political parties across Latin America collapsed in recent years? *Party Brands in Crisis* offers an explanation that highlights the effect of elite actions on voter behavior. During the 1980s and 1990s, political elites across the region implemented policies inconsistent with the traditional positions of their party, provoked internal party conflicts, and formed strange-bedfellow alliances with traditional rivals. These actions diluted party brands and eroded voter attachment. Without the assured support of a partisan base, parties become more susceptible to short-term retrospective voting, and voters without party attachments deserted incumbent parties when they performed poorly. *Party Brands in Crisis* offers the first general explanation of party breakdown in Latin America; it also highlights the important effects party behavior can have on mass attitudes.

NOAM LUPU is Assistant Professor of Political Science and Trice Faculty Scholar at the University of Wisconsin–Madison. His research has appeared in *American Journal of Political Science*, *American Political Science Review*, *Comparative Political Studies*, *Journal of Politics*, and *World Politics*, among others. His dissertation, on which this book is based, won the Gabriel A. Almond Award and Juan Linz Prize. In 2014, he received the Emerging Scholar Award from the Political Organizations and Parties section of the American Political Science Association.

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NOAM LUPU

University of Wisconsin–Madison



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For Maria and Lucas

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