

Cambridge University Press  
 978-1-108-42259-8 — Buying Audiences  
 Paula Muñoz  
 Copyright information  
[More Information](#)

## CAMBRIDGE UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom  
 One Liberty Plaza, 20th Floor, New York, NY 10006, USA  
 477 Williamstown Road, Port Melbourne, VIC 3207, Australia  
 314-321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre, New Delhi – 110025,  
 India  
 79 Anson Road, #06-04/06, Singapore 079906

Cambridge University Press is part of the University of Cambridge.  
 It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

[www.cambridge.org](http://www.cambridge.org)  
 Information on this title: [www.cambridge.org/9781108422598](http://www.cambridge.org/9781108422598)  
 DOI: 10.1017/9781108525015

© Paula Muñoz 2019

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2019  
 Printed and bound in Great Britain by Clays Ltd, Elcograf S.p.A.  
 A catalogue record for this publication is available from the British Library.

*Library of Congress Cataloging-in-Publication Data*

NAMES: Muñoz Chirinos, Paula, 1977– author.  
 TITLE: Buying audiences : clientelism and electoral campaigns when parties are weak / Paula Muñoz.  
 OTHER TITLES: Campaign clientelism in Peru  
 DESCRIPTION: Cambridge, United Kingdom ; New York, NY : Cambridge University Press, 2019. | Revision of author's thesis (doctoral)—University of Texas at Austin, 2013, titled Campaign clientelism in Peru : an informational theory. | Includes bibliographical references.  
 IDENTIFIERS: LCCN 2018038596 | ISBN 9781108422598 (hardback)  
 SUBJECTS: LCSH: Patronage, Political—Peru. | Patron and client—Peru. | Political campaigns—Peru. | Political culture—Peru.  
 CLASSIFICATION: LCC JL348I .M86 2019 | DDC 324.70985—DC23  
 LC record available at <https://lccn.loc.gov/2018038596>

ISBN 978-1-108-42259-8 Hardback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.