

Contents

<i>List of Figures</i>	page ix
<i>List of Tables</i>	xi
<i>Acknowledgments</i>	xiii
1 Introduction	I
2 An Informational Theory of Electoral Clientelism	17
3 Clientelistic Linkages in Peru and the Limits of Conventional Explanations	53
4 Convoing Voters and Establishing Electoral Viability	87
5 Persuasion from the Citizens' Point of View	124
6 Analyzing Campaigns	155
7 Conclusions	205
<i>Appendix 1: Calvo and Murillo's Method</i>	243
<i>Appendix 2: Balance Test of Survey Experiment Included in Ipsos 2012</i>	245
<i>Appendix 3: Figure 4.1 Data Table and Results</i>	246
<i>Appendix 4: Figure 4.2 Data Table and Results</i>	246
<i>Appendix 5: Figure 4.3 Data Table and Results</i>	246
<i>Appendix 6: Figure 4.4 Data Table and Results</i>	247
<i>Appendix 7: Figure 4.5 Data Table and Results</i>	247
<i>Appendix 8: Figure 4.6 Data Table and Results</i>	247
<i>Appendix 9: Figure 4.7 Data Table and Results</i>	248
<i>Appendix 10: Figure 4.8 Data Table and Results</i>	248

<i>Appendix 11: Focus Group Guide (Spanish)</i>	248
<i>Appendix 12: List of Interviews and Focus Groups</i>	251
<i>Interviews</i>	251
<i>Focus Groups</i>	261
<i>References</i>	263
<i>Index</i>	285