



Winning the Mandate: The Indian Experience

By Bidyut Chakrabarty, Sugato Hazra

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This book captures how electioneering has changed over the years and how media and marketing have assumed more significance than party manifestos.

On 16th May 2014, India witnessed the result of an intense political campaign. Those who were vanquished felt that this was due to the success of a marketing blitzkrieg, which actually pollutes a democracy. Again, for those who supported the eventual winner—the Narendra Modi-led BJP—it was a great victory.

Viewed either way, India's national election for the 16th Lok Sabha in 2014 will remain a landmark in the annals of political campaigns. The work is thus a study of campaign strategies, how they are framed, the role of local actors and to what extent individuals rule over ideologies and vice versa.

An important contribution to the study of India's 2014 General Elections.

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Editorial Review

About the Author

Professor Bidyut Chakrabarty is currently a faculty at the Department of Political Science, University of Delhi, India. He earned his PhD from London School of Economics (LSE) and has been associated with teaching and research for more than three decades. He has taught in some of the most prestigious educational institutes such as LSE, UK; Indian Institute of Management (IIM) Calcutta, India; Monash University, Australia; National University of Singapore, Singapore and Hamburg University, Germany.

Professor Chakrabarty has authored five textbooks for SAGE India: Indian Government and Politics (with Rajendra Kumar Pandey, 2008), Modern Indian Political Thought (with Rajendra Kumar Pandey, 2009), Public Administration in a Globalizing World (with Prakash Chand, 2012), Indian Administration (with Prakash Chand, 2016) and Public Policy (with Prakash Chand, 2016).

Sugato Hazra, Senior Adviser, DTA Consulting, has a Master's in Economics and more than 30 years of experience in banking, government, Industry chamber and media. He has also worked with two large corporate groups on economic and policy issues.

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