



Cambiamos: Mauricio Macri Presidente. Día a día, la campaña por dentro (Spanish Edition)

Hernán Iglesias Illa

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Un hecho sorprendente marcó el final de 2015 y de toda una etapa en la historia argentina contemporánea: el triunfo de Cambiemos, una fuerza política de nuevo cuño que puso fin a un cuarto de siglo de hegemonía peronista, coronado por tres mandatos kirchneristas.

¿Cuál fue la índole principal del cambio que asombró a propios y ajenos? ¿Qué sucedió? Más importante: ¿cómo fue posible?

Las voces más variadas coinciden en adjudicar una cuota sustantiva del triunfo de Mauricio Macri a una campaña inédita. Inédita en su diseño y desarrollo, inédita en sus alcances y, sobre todo, inédita en su resultado.

Desde un lugar protagónico y privilegiado en el corazón mismo del equipo ejecutor de esa campaña, como responsable de comunicación y escritor en las sombras, Hernán Iglesias Illa llevó un prolijo, pormenorizado y reflexivo diario: un diario de campaña. O, lo que es lo mismo, este libro apasionante, una suerte de thriller electoral que es a la vez documento histórico.

Cambiamos es una obra única: nunca se escribió algo así en el periodismo y la literatura argentinos. A través de sus páginas se asiste en vivo al despliegue cambiante de la historia. Haciendo gala de una prosa por momentos epifánica, Iglesias Illa cuenta la intimidad del día a día de un grupo pequeño de personas que, ayudado mucho más por la contingencia que por determinismos fatales, fue capaz de transformar la política argentina.

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