



# Él o vos: Francisco de Narváez y la política como plan de negocios (Spanish Edition)

*Andrés Fianza*

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Cerca de cumplir cincuenta años y con la política muy alejada de su horizonte de rico heredero y empresario exitoso, Francisco de Narváez estimó que para ser presidente de la Argentina se necesitan cien millones de dólares. También entendió que con eso no alcanzaba: tomó clases de oratoria y de teatro, de periodismo y de peronismo. Fundó un partido con base en Las Cañitas. Recorrió el conurbano y cerró trato con punteros, operadores y brokers disponibles del PJ. Se sirvió tanto del marketing como del programa de Tinelli. Echó mano de encuestas, focus group y toda herramienta reductora de imprevisibilidad electoral y consiguió lo que ningún otro: vencer a Néstor Kirchner y al aparato oficial del PJ.

De Narváez es una metáfora de la crisis del sistema de partidos. Y es quien mejor aprovecha su derrumbe.

Él o vos es una crónica aguda y divertida sobre ese viaje político de De Narváez "y de la Argentina" y revela su parte más íntima: el suicidio fallido, la fama de mujeriego y la despiadada expulsión de su hermano de Casa Tía.

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