



# **El marketing de las ideas (niberta / Serie Major) (Spanish Edition)**

*Jordi Xifra Triadú, Francesc Ponsa Herrera*

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Los think tanks (laboratorios de ideas) participan eficazmente en la elaboración de conceptos, doctrinas, estrategias y políticas en numerosos ámbitos. Aunque son un fenómeno esencialmente norteamericano, en las últimas décadas los think tanks se han extendido por todo el mundo. Actualmente, existen más de 5.400 laboratorios de ideas repartidos en 169 países diferentes. En España, la presencia de estas organizaciones se encuentra en una fase inicial respecto a los EE.UU pero, sin lugar a dudas, jugarán un papel decisivo a la hora de afrontar los retos sociopolíticos de las sociedades cambiantes de nuestro siglo. En este sentido, una aproximación completa y rigurosa a los think tanks debe analizar la perspectiva de la comunicación persuasiva y el marketing de las ideas, especialmente en los sistemas democráticos como el nuestro donde los partidos políticos han visto en los laboratorios de ideas un potente instrumento de comunicación política y relaciones públicas al servicio de sus intereses.

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