



The Modi Effect: Inside Narendra Modi's Campaign to Transform India

Lance Price

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From the author of *Where Power Lies* and *The Spin Doctor's Diary*, comes a new book that tells the story of Narendra Modi's meteoric rise to power on the international stage, *The Modi Effect: Inside Narendra Modi's Campaign to Transform India*. With exclusive access to the architects of Modi's campaign, Prime Minister Modi and his current cabinet, Mr. Price has delivered an insider's account of this incredible political movement. In examining Modi's character and his position as leader of an increasingly powerful nation, Mr. Price explores the global impact of Modi's victory and its on-going transformation of international politics.

On May 16, 2014, Narendra Modi was declared the winner of the largest democratic election ever conducted in human history. But how did this impoverished chai wallah, who sold tea on trains as a boy, rise to become Prime Minister of India?

Political parties in the West pride themselves on the sophistication of their election strategies, but they all have a lot to learn from this election. Modi's campaign was a master class in modern electioneering. His team created an election machine that broke new ground in the use of social media, the Internet, mobile phones, and digital technologies. Modi took part in thousands of public events, but in such a vast country it was impossible to visit every town and village in person. How did he do it? Via "virtual Modi"-a life-sized 3D hologram-beamed to parts of the vast nation he could not reach in person.

These pioneering techniques brought millions of young people-the holy grail of election strategists everywhere-to ballot boxes. Under Narendra Modi's leadership the Bharatiya Janata Party (BJP) won a crushing victory in the 2014 general election leaving the Congress Party of the Gandhi political dynasty in disarray. For the first time in the history of India, an opposition leader swept to power with an overall majority.

Former BBC correspondent and political consultant Lance Price was granted exclusive access to Prime Minister Modi and his team of advisers to write this book. With complete freedom to tell the story as he found it, Price details Modi's rise to power, the extraordinary election victory, and its aftermath. The book examines Modi's rise, his unprecedented mass appeal despite the controversies surrounding him (including the West shunning him), and the pivotal role he will now play on the international stage.

The Modi Effect exposes the changing landscape of electioneering in twenty-first century global politics through the story of Modi's campaign, when message management and technological wizardry combined to create a vote-winning colossus.

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