



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

By 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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Editorial Review

Review

"A new biography of Narendra Modi, which grants rare access to the Indian prime minister, assesses his campaign to become leader of the world's largest democracy from a spin doctor's perspective. . . the result of hours of meetings with Mr. Modi at his official residence in New Delhi after his election . . . the author, a key Labour Party spin doctor in the late 1990s, examines Mr. Modi's brand, his social media dominance and his campaign that harnessed technology like never before in an Indian election."

?Wall Street Journal India

"Price brings to the debate is the spin-doctor's perspective . . . He dissects Modi's strategic and tactical decisions, the social media interventions starting as far back as 2010, the advertising campaigns, the media coverage and the role of the three crucial "ecosystems" that won Modi the election."*?Financial Times*

an inside view that does not come from a bhakt. The account is readable precisely because the author makes no bones about his scepticism about Modi's politics, and yet, he displays the capacity to tell the story of how Modi achieved success, giving him full credit where he deserves it . . . Price has the advantage of the unfettered access he had to the many invisible people who made up the Modi campaign . . . with great clarity he meticulously tracks how the Opposition failed to match Modi's energy and "indomitable will" and hunger for the job."*?An Amazon "hot new releases" pick in Asian Politics*

"Lance Price has written the definitive account of the campaign that got Modi to where he is now. He tells a good story. Extensive interviews with key aides, interesting comparisons with powerful politicians he has worked with, and detailed chats with Modi himself have given Price's book an exciting immediacy. Price gives us a ringside view of Modi's way of working."*?The Times of India*

"Highly readable . . . The chapters on planning related to the campaign-which liberally depended on new techniques like 3D masks, social media tools like Twitter and Facebook, and the chai pe charcha sessions-make for very interesting reading and provide an insight as to how fastidious Modi really is about the details: everything about the campaign-what worked, what didn't and at what point a plan was abandoned-has been described in vivid detail by Price . . . Price, who has in the past worked with the election team of former British PM Tony Blair, among others, provides some great global comparisons."*?Financial Express*

"A well-written, imminently readable book . . . Price captures the essence of the Modi campaign and provides crucial, colorful details without getting bogged down in minutiae."*?Huffington Post*

About the Author

Lance Price is a political strategy consultant who worked at 10 Downing Street from 1998 to 2000, where he was a deputy to Alistair Campbell. He was the Labour Party's Director of Communications from 2000 until the General Election of 2001, when Tony Blair secured his second landslide. Before joining Number Ten he was a BBC Political Correspondent for many years. Price's account of his years with the Blair political machine were recounted in the UK bestseller *The Spin Doctor*. Price lives in London.

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