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The Modi Effect: Inside Narendra Modi's Campaign to Transform India, by Lance Price, Hodder & Stoughton, RRP£20 / Quercus, RRP\$26.99, 352 pages Get alerts on Books when a new story is published

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Nearly one year ago, India kicked off a five-week election process that would ultimately produce a resounding victory for Narendra Modi. With more than 800 million eligible voters, India's 2014 national election was the largest—and longest—in history. Lance Price was given exclusive access to Modi and his top advisers to write The Modi Effect.

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former BBC correspondent and Downing Street Communications expert, sheds light on Modi's amazing victory and the story behind his campaign, giving readers a rare insight into the world of modern electioneering.

### **Narendra Modi - 5 books to know India's man of the moment**

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### **Amazon.com: Customer reviews: The Modi Effect: Inside ...**

The Modi Effect: Inside Narendra Modi's Campaign to Transform India Lance Price Hodder & Stoughton, 342pp, £20 In his new book, Lance Price wants to show us Narendra Modi in 3D. This is not to say that he captures every angle and aspect of the Indian prime minister, only that he gives an exceptional treatment of Modi's career as a hologram. We look in on Modi in 2012, when he is preparing ...

### **The Modi Effect: how India elected a hologram**

The Modi Effect: Inside Narendra Modi's Campaign to Transform India: Price, Lance: 9781623659387: Books - Amazon.ca

### **The Modi Effect: Inside Narendra Modi's Campaign to ...**

I noticed a book with Indian Prime Minister Narendra Modi on the cover, and I picked it up. The book, The Modi Effect: Inside Narendra Modi's Campaign To Transform India by Lance Price very quickly piqued my interest just enough. I had followed Narendra Modi's rise and his election victory in May of 2014.

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## **Book Review: The Modi Effect by Lance Price**

Narendra Modi, in The Modi Effect by Lance Price Modi has been called a fashion leader in India, and his clothing choices have been discussed internationally. [41] [42] Recognition of his sartorial style is a major part of his public image. [39]

## **Public image of Narendra Modi - Wikipedia**

NEW DELHI: Indian Prime Minister Narendra Modi warned on Tuesday (Nov 24) that any COVID-19 vaccine could lead to side-effects in some people, as even popular medicines do, and that the government ...

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