Abstract
This work analyzes the paper of the electoral surveys in the recent presidential fight from a perspective that emphasizes its double dimension: like instruments of the political marketing research and electoral prognosis. In the first case, which interests is to identify the use of the same ones in the implementation of the communicational strategies of the majority candidates; and in the second, to evaluate its predictive value with respect to the results derived from the voting emitted in the electoral day.

Keywords
electoral surveys, political marketing, elections

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