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**Putin's Electoral Campaign in
the Strategic Context**

A Reserved Optimism of the Kremlin

Why?

Strategy

Avoiding risks and surprises

A fair play victory

Turnout and Voting for Putin

New formula?

Electoral fraud and administrative pressure

“Socialist competition”

The Kremlin’s surprises?

Message

Stability, national grandeur,
moderate anti-Westernism

Fight against corruption

Direct communication with the people

What about the future?

What's New in the Campaign?

An appeal to the youth

An increasing role of the Internet and social media

Strategic Framework

The imperative of reforms

Fundamental change of mass mood

A transition of power and goals of the different elite groups

The West as an increasingly threat

Crisis of governance and fragmentation of power

After Party (State and Governance)

From the old *boyars* to the new nobles

Technocratic government and new governors

Technocratic reforms: judicial system
and public administration.

After Party (Economy)

Modernization, but not economic reforms

The increase in labor productivity as
panacea

“People are our new oil” – resources of
modernization

After Party (Succession)

A transition of the supreme authority:
possible variants

After Party (Foreign Policy)

No great hopes

Patience and waiting for an opportunity

Thank you!

