
Álvaro V. Ramírez-Alujas

The Art of Public Strategy. Mobilizing Power and Knowledge for the Common Good

Geoff Mulgan. New York: Oxford University Press, 2009, 306 pp.

Las estrategias adoptadas por los gobiernos y administraciones públicas en todo el mundo pueden tener efectos dramáticos y trascendentes en el bienestar de la sociedad y en la vida de los ciudadanos. Por un lado, las mejores estrategias y políticas pueden transformar por completo a una nación y encumbrarla hacia la prosperidad, incrementando los niveles de felicidad de sus integrantes. Por el contrario, las estrategias fallidas pueden dar lugar a desastres de gran visibilidad que vulneran y erosionan la confianza en las instituciones públicas, la credibilidad de las autoridades y directivos públicos, la sospechas sobre la falta de eficacia e impacto en la implementación de programas y políticas públicas, y finalmente, la legitimidad en las que se funda la acción política y la gestión de los asuntos públicos.

Esta obra trata de cómo las estrategias toman forma en la esfera pública y de cómo se pueden movilizar recursos, personas, tecnologías y el compromiso cívico para alcanzar objetivos social y políticamente importantes. Considera las luces y sombras en el arte de diseñar e implementar estrategias y analiza las principales herramientas disponibles por los gobiernos para cumplir sus objetivos, metas y programas. El autor demuestra que los gobiernos que dan más peso relativo al largo plazo no sólo son más propensos a mejorar la calidad de vida de sus ciudadanos (con mayor bienestar, más sanos y más seguros), sino que también están mejor protegidos de las eventuales desviaciones en la trayectoria definida por las presiones de corto plazo (como se ha comprobado con los insistentes efectos de la reciente crisis económico-financiera en la agenda de los gobiernos o por la frecuente mediatización de la agenda pública por parte de la prensa y las encuestas de opinión).

Power To The States Mobilizing Public Technology Summary Report

**National Science Foundation (U.S.).
Office of Intergovernmental Science
and Research Utilization**



Power To The States Mobilizing Public Technology Summary Report:

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