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HOW DID POPULISM BECOME SO POPULAR? AUTHOR CARLOS DE LA TORRE EXPLAINS GLOBAL SPREAD OF POPULISTS IN POWER IN *POPULISMS. A QUICK IMMERSION*

Professor Carlos de la Torre Shares Decades of Expertise on Populism in Brief Yet Informative Book

NEW YORK, N.Y., March 1, 2019 –What exactly is populism?How do populists rise to power and how do they govern? TibidaboPublishing, Inc.just released*Populisms. A Quick Immersion*, a brief yet informative introduction to the topic.Most books about populism focus on the U.S. and Europe, relegating Latin America and other experiences of the global south to marginal footnotes, but *Populisms. A Quick Immersion* looks at global populism from a Latin American perspective because that is the region where populists have governed since the 1930s. In this short volume,Professor Carlos de la Torre explains howlearning from the experiences of populism in the global south might allow those in the global north to avoid making similar mistakes when dealing with populists in power.

“I have been researching populism for more than two decades, and I believe that countries in the global north have much they can learn from Latin American experiences with populist leaders”explains Professor Carlos de la Torre.

“Populism has become one of the defining political movements of the twenty-first century, and Carlos de la Torre’s *Populisms: A Quick Immersion* works to demystify it...Few books touch a contemporary nerve quite like this one,” praises Benjamin Welton,*Foreword Reviews*.

“Carlos de la Torre offers the reader a masterly overview of populism as a political set of disruptive and mobilizing events, as well as a subject of sustained and diversified academic debate...the author has written a highly persuasive, timely and readable analysis,” praises Michael Freedon, editor of the *Journal of Political Ideologies*.

Carlos de la Torre is the second in a prestigious line-up of authors of the Quick Immersions books. The goal of thebookseries is to combine reliable facts with straightforward explanations to aid anyone who would like to expand his or her knowledge of diverse issues in science, humanities, philosophy, and social and political sciences.Both the Kindle (166 pages, \$6.95) and paperback (190 pages, \$12) versions of *Populisms. A Quick Immersion* are now available on[Amazon.com](https://www.amazon.com).

About the Author

Carlos de la Torre is a Professor of Sociology at the University of Kentucky and Emeritus Professor at FLACSO-Ecuador. He earned his PhD at the New School for Social Research and was granted fellowships at the John Simon Guggenheim Memorial Foundation and the Woodrow Wilson International Center for Scholars. De la Torre has published a dozen books and more than 100 articles and chapters in academic publications.

About Tibidabo Publishing

Tibidabo Publishing, Inc. is an independent publisher of nonfiction books in science, philosophy, humanities, and political and social sciences. Antoni Comas founded TibidaboEdiciones in Barcelona in 1983with the goal of helping people confront new situations in life armed with greater knowledge and skills. In 2018, Comas expanded his publishing company to the English-speaking market with the incorporation of Tibidabo Publishing, based in New York, N.Y. For more information, please follow us on Facebook @[TibidaboPublishing](https://www.facebook.com/TibidaboPublishing) or visit [QuickImmersion.com](https://www.QuickImmersion.com).

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