

The Unfinished Revolution How The Modernisers Saved The Labour Party

The Unfinished Revolution The Cash Nexus The Marketing of Political Parties The Darlings of Downing Street Current Contents John Major, Tony Blair and a Conflict of Leadership Alastair Campbell Propaganda of the Deed 2008 Political Marketing and British Political Parties Citizens and Taxes The Cash Nexus: Economics And Politics From The Age Of Warfare Through The Age Of Welfare, 1700–2000 Devil's Advocate A Strange Eventful History Redesigning Democracy Fightback! Political Marketing Social Sciences Index Dictionary of Labour Biography Land & Liberty Labour History Review Philip Gould Niall Ferguson Darren G. Lilleker Garry O'Connor Michael Foley Peter Oborne Neville Bolt Jennifer Lees-Marshment Selina Chen Niall Ferguson John Humphrys Edmund Dell Kevin Morgan Dianne Hayter Darren G. Lilleker Greg Rosen The Unfinished Revolution The Cash Nexus The Marketing of Political Parties The Darlings of Downing Street Current Contents John Major, Tony Blair and a Conflict of Leadership Alastair Campbell Propaganda of the Deed 2008 Political Marketing and British Political Parties Citizens and Taxes The Cash Nexus: Economics And Politics From The Age Of Warfare Through The Age Of Welfare, 1700–2000 Devil's Advocate A Strange Eventful History Redesigning Democracy Fightback! Political Marketing Social Sciences Index Dictionary of Labour Biography Land & Liberty Labour History Review *Philip Gould Niall Ferguson Darren G. Lilleker Garry O'Connor Michael Foley Peter Oborne Neville Bolt Jennifer Lees-Marshment Selina Chen Niall Ferguson John Humphrys Edmund Dell Kevin Morgan Dianne Hayter Darren G. Lilleker Greg Rosen*

in may 1997 the conservatives were ejected from british office after 18 years in power and the labour party which replaced them had itself changed irrevocably blair's majority was the culmination of a long struggle to modernize the party and the politics of his country philip gould is a political strategist and polling adviser who has worked with the labour leadership since the 1980s in this book he describes its rise and explains how the transformation was achieved at the same time exploring the changed political climate in britain

following the international success of his iconoclastic the pity of war niall ferguson now takes on the history of money the sinews of war and power

what is political marketing and how does it work this question sits at the heart of this book using the british general election of 2005 as a case study this collection focuses on three important elements the products offered by the parties the campaign communication and the perceptions reactions and attitudes of the

often bordering on farce if not tragic comedy the cost of tony and cherie s partnership in power has been great not only in the decline of the country s reputation abroad but also in the systematic erosion of its great traditions and culture above all trust in leaders has been severely if not terminally shaken while power abhors a vacuum rarely has that vacuum been created by the conflicts and unresolved issues in the personalities who wield the power and yet who managed to hold onto it for so long book jacket

this book examines the evolution of leadership in the labour party from harold wilson to tony blair and looks at the new labour project from a leadership perspective

alastair campbell sits in the cabinet has an overview of government denied to ministers with control over the flow of information here is chronicled his rabelaisian early years as a busker porn merchant and hard drinking fleet street pugilist until a nervous breakdown in mid 1980s led to his conversion to focused political animal

the first edition of this book demonstrated that british political parties now attempt to offer a complete product that will appeal to a majority of voters rather than being influenced by a political ideology and firm belief system this new edition provides an updated and more in depth exploration of the political marketing approach including analysis of the 2001 and 2005 elections it re presents the influential theory of market sales and product oriented parties discussing the potential and the limits of consumerism and the need to blend business concepts with a traditional understanding of politics lees marshment examines blair s new labor government in order to draw out lessons on delivery maintaining market intelligence and the effect of changing to a leadership approach that goes against country and party analysis of the conservatives in opposition shows how the best intentions of party leaders to implement a market orientation can be thwarted by internal resistance and traditional party elites providing a more reflective and critical analysis the second edition offers a more nuanced discussion on how political parties can not only win elections but govern successfully

provides the basis for a civic language of taxation drawing upon the meaning of citizenship the pamphlet argues that a more democratic and accountable state requires governments to justify its taxing and spending decisions clearly to its citizens it sets out various means by which to do so

an acclaimed historian offers a radical new history of the links between politics and economics one that draws unsettling conclusions about the future of both capitalism and democracy his central argument is that the conflicting impulses of sex violence and power are together more powerful influences on the economy than money

during a lifetime in journalism john humphrys has observed the changes overtaking britain now he uses that experience to set them all in context challenging our changing social and moral values and questioning the direction society is taking from the trade paperback edition

tony blair s espousal of privatization before the 1997 general election finally extinguished the life of socialism as a significant political force in this country there have been many reasons both philosophical and personal for its demise yet in the end socialism sickened and died because of its impracticability and the failures consequent thereon

in telling these stories the authors have carried out extensive interviews with key figures in welsh political life as well as drawing upon a wide range of published and unpublished materials on the making of the welsh assembly book jacket

this book tells the story of how the moderate right in the labour party trumped by the left for a decade and weakened by defections to the sdp in 1981 fought back organisationally to regain control of the party by 1985 producing an nec supportive of neil kinnock and ready to expel militant introduce one member one vote and return the party to electability it describes the manifesto group of labour mps labour solidarity forward labour and the all important but secret st ermins group of senior trade unionists each of which strove to ensure that the party represented labour voters and trade union members written by an insider it draws on extensive interviews with all the key players and unique access to private papers and closed archives to explain how the moderates triumphed over the hard left

political marketing is becoming a global phenomenon as parties try to copy the market oriented approach employed by tony blair this work considers the problems

with the market oriented approach examining the difficulties faced by new labour in government

a unique source of reference the dictionary of labour biography brings together biographies of more than 300 individuals who have made significant contributions to the history of the labour party or the development of socialism in britain

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