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Nota di contenuto	Cover; The British General Election of 2015; Contents; List of Tables; List of Figures; List of Illustrations; Photographs; Party Advertisements; Cartoons; List of Plates; Preface; 1 I'm Afraid There is No Money: Five Years of Coalition; Chronology of events from May 2010 to December 2014; Notes; 2 How Hard Can it Be? The Conservatives; Notes; 3 Brand Failure: Labour; Notes; 4 Zugzwang: The Liberal Democrats and Others; The Liberal Democrats; UKIP; The Green Party; Plaid Cymru; Respect; The British National Party; Northern Ireland; Notes; 5 The Long and the Short of the SNP Breakthrough The introduction of a two-election system The referendum: a different question and outcome; FPTP puts the SNP first; Notes; 6 Roads and Car Crashes: The Election Approaches; Chronology of events from 1 January 2015 to 29 March 2015; Notes; 7 Dead Cats and Bogy Men: The

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14 Out of the Blue: The Campaign in Retrospect Notes; Appendix 1: The Results Analysed; Introduction; Measuring change; England and Wales; The Conservatives and Labour; The Liberal Democrats; UKIP; The Greens; Plaid Cymru; Tactical voting; Scotland; Turnout across Great Britain; The electoral system; Notes; Appendix 2 :The Voting Statistics; Index

Sommario/riassunto

The British General Election of 2015 is a must-read for anyone wanting to know how the action unfolded in the most unpredictable election for a generation. Drawing on hundreds of confidential interviews with all the key players, it offers a compelling insider's guide to the election's background, campaign, and the results which led to the formation of the first majority Conservative government in eighteen years. Designed to appeal to everyone from Westminster insiders, politics students and the wider general public, this is the authoritative account of the 2015 election. Continuing a proud Palgrave Macmillan tradition, The British General Election of 2015 is the 19th edition and celebrates the 70th year of this prestigious series.
