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Sommario/riassunto	Taking as its starting-point Anthony Downs' seminal work, An Economic Theory of Democracy, this book draws upon insights generated within economics, political psychology, and the study of rhetoric to examine the way in which New Labour achieved and maintained its electoral hegemony from 1994. Journalists and politicians routinely attribute New Labour's electoral success to its occupation of the 'centre-ground'. This book is interested in the question of how New Labour moved to the right and towards the

centre. The obvious answer to this question is that New Labour moved by changing its policies

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