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| Nota di contenuto | Book Cover; Title; Contents; Preface; Acknowledgements; List of abbreviations; LABOUR'S MULTIPLE CRISES 1979 83; TRANSITION: ORGANISATIONAL AND POLICY CHANGE 1983 7; LABOUR'S CAMPAIGN AND COMMUNICATIONS STRATEGY 1983 7; A PALER SHADE OF PINK: THE POLICY REVIEW; ORGANISATIONAL MODERNISATION; LABOUR'S CAMPAIGN AND COMMUNICATIONS STRATEGY 1987 92; THE DETERMINANTS OF PARTY TRANSFORMATION; ASSESSING LABOUR'S CAMPAIGN AND COMMUNICATIONS STRATEGY; CONCLUSION; Notes; References; Index |
| Sommario/riassunto | The Labour Party since 1979: Crisis and Transformation challenges the claim that Labour's only real hope for the future lies in shedding its ideological baggage. It rejects the notion that the 'shadow budget' was the prime cause of its 1992 defeat and argues that the strategy of seeking an image of 'responsibility' and 'respectability' - which under the new leadership has become a paramount concern - does not offer the best route forward for the party. The effect of this strategy - of abandoning traditional tenets, and adopting a policy profile more to the tastes of its critics in b |

