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Nota di contenuto	Introduction -- The Art of Losing Elections : the Conservative Party and 'statecraft', 1997-2005 -- The Conservative Party and Public Opinion, 1997-2010 -- Modernisation and its Critics : ideological repositioning under David Cameron, 2005-10 -- Building the House : developing Conservative policy, 2005-10 -- A 21st Century Party? : Conservative 'modernisation' and organisational reform, 1997-2010 -- The Conservatives in the 2010 general election, and its aftermath --

Conclusion : The Art of the Political Comeback : New Labour and Cameron's Conservatives.

Sommario/riassunto

In 2010 the Conservative Party returned to office after over a decade of largely ineffective opposition to New Labour. This book explains why it took so long to recover, and why the party was unable to win an overall majority despite the charismatic leadership of David Cameron. It covers all aspects of Conservative Party politics since 1997.