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MAD MEN BAD MEN: WHEN BRITISH POLITICS MET ADVERTISING (PAPERBACK)



FABER FABER, United Kingdom, 2016. Paperback. Condition: New. Main. Language: English . Brand New Book. How did a bunch of unelected, unaccountable admen end up running British politics? What happened when a rag-tag band of scruffs and smart-arses invaded Westminster, sprinkling creative fairy dust over earnest politicians? How much did snappy slogans and simplistic soundbites influence election results and even government policies? Sam talks to the people at the heart of it: Alistair Campbell, Peter Mandelson, Tim Bell, Maurice Saatchi, Norman...

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- Authored by Sam Delaney
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