



Why the Tories Won: The Inside Story of the 2015 Election

By Tim Ross

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When David Cameron returned to Tory headquarters early on the morning of 8 May, he declared his sensational election victory to be 'the sweetest' moment of his political career. The Conservatives had won their first Commons majority for twenty-three years and the Prime Minister had achieved the seemingly impossible: increasing his popularity while in government, winning more seats than in 2010 and confounding almost every pundit and opinion poll in the process. Within hours, his defeated rivals Ed Miliband, Nick Clegg and Nigel Farage had all resigned, stunned and devastated by the brutality of their losses. Political journalist Tim Ross reveals the inside story of the election that shocked Britain. Based on interviews with key figures at the top of the Conservative Party, and with private access to Cabinet ministers, party leaders and their closest aides, this gripping account of the 2015 campaign uncovers the secret tactics the Tories used to such devastating effect.

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Editorial Review

Review

"This book is brilliantly clear about how it was done and who did it." - John Rentoul, The Independent;
"Probably the most revealing of all the election books so far." - The Guardian; "Any activist wanting to better understand, or, dare I say, win elections, should read this book." - Progress

About the Author

Tim Ross is a political journalist working in Westminster, with fifteen years' experience of reporting politics and current affairs. Since 2013, he has been responsible for leading political news coverage in the Sunday Telegraph. As a senior Lobby correspondent, he has interviewed all the main party leaders, as well as Cabinet and shadow Cabinet ministers, before and during the general election campaign. After studying for a degree in English at Oxford, he worked at the Press Association and the London Evening Standard. He lives in London with his wife and their two sons. Why The Tories Won is his first book.

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