

# What Should the Conservative Strategy be in 2015?

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## READING LIST

Students are encouraged to have a familiarity with the central themes of the following:

Susan Delacourt (2013). *Shopping for Votes; How Politicians Choose Us and We Choose Them*. Douglas and McIntyre Ltd.

Philip Gould (1999). *The Unfinished Revolution: How the Modernisers Saved The Labour Party*. Little, Brown Book Group.

Paul Wells (2013). *The Longer I'm Prime Minister: Stephen Harper and Canada, 2006 -*. Random House Canada

Hannay, Chris (2015). *Why Conservatives have the messaging advantage in campaigns*. Globe and Mail. April 29.  
<http://www.theglobeandmail.com/news/politics/why-conservatives-have-the-messaging-advantage-in-campaigns/article24162192/>

Jonny Dymond (2015) *Election result: How David Cameron's Conservatives won it*. BBC News. May 8.  
<http://www.bbc.com/news/election-2015-32661502>