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What's in a name? The strange survival of the "Conservative Party" brand

Some of the greatest Conservative politicians, including the Marquess of Salisbury and Winston Churchill, have disliked the party's name and suggested alternatives. Yet, despite the significant ideological changes which have affected the party since the late 19th century, the name has persisted. This paper examines the various proposals for a 'relaunch' (for example, as the 'Constitutional Party', favoured by Salisbury), and offers explanations for the strange survival of the old name.

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