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New Labour refers to a period in the history of the British Labour Party from the mid-1990s until 2010 under the leadership of Tony

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All competent politicians know, often purely instinctively, how to coin weasel words, or at least

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'The spin' is an allusion to New Labour's 'spin-doctors', the people responsible for the media presentation of

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the Government and for putting a media 'spin' (or angle) on its policies and activities.

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