What does the middle class want?

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Queen’s International Institute on Social Policy
The Middle Class: Pressure Points and Public Policies
Who is the Middle Class?
Political role: Middle Class Muse
What do the Middle Class want?
Wooing the Middle Class
Tension between good policy & good politics
Bad policy & good marketing

Good policy & bad marketing
Opportunities – Redistributive REDUX
Where to go from here?
Thank you

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