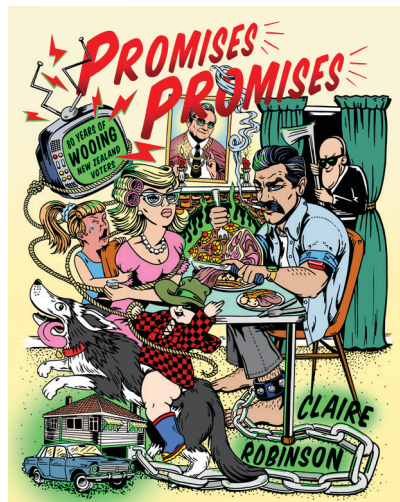




Promises, Promises

Eighty years of wooing New Zealand voters

CLAIRE ROBINSON



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ABOUT THE AUTHOR

Claire Robinson is Professor of Communication Design and Pro Vice-Chancellor, Toi Rauwharangi College of Creative Arts at Massey University. Her research interest is the visual communication of political messages in the context of election campaigning and political leadership. Her research has been disseminated through international peer reviewed journal articles, book chapters, international conferences and designs. She is a frequent media commentator on New Zealand politics.

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