



Project Fear: How an Unlikely Alliance Left a Kingdom United but a Country Divided

Joe Pike

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As the clock struck 10 p.m. on Thursday 18 September 2014, polling stations across Scotland closed, signalling the end of two and a half bruising years of debate for the Yes and No campaigns. Dubbed 'Project Fear', the unique Better Together alliance was relieved as victory was secured and a weary and dejected Alex Salmond tendered his resignation. But the relief proved to be premature. Despite the defeat, the Scottish National Party grew in strength and gained unprecedented momentum, transforming its referendum failure into stunning general election success. The SNP went on to dominate the polls in Scotland, and the party's tsunami surge of support created a dynamic new force in Westminster. Now, Joe Pike delves deep into the nail-biting back-room operations of the referendum's No campaign, examining the striking shift in Scottish political attitudes and its effect on the most unpredictable election in a generation. Based on over fifty private interviews with those at the heart of the action, this exclusive account explores what really went on behind closed doors as Better Together kept a kingdom united, but left a country divided.

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