

**PUBLIC OPINION POLLING IN A GLOBALIZED WORLD
(TNS POLITICAL & SOCIAL)**

Linette Xenakis

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World. The advent of modern public opinion polls, dealing as they do with important . Global Public Opinion: A Valid Proxy for the Global 'Body Politic' . . . 29 . was Global Sector Head of TNS Political and Social sector, where she man-

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For example, Margaret Thatcher never a friend of the coal mining industry, was a strong supporter of an active climate protection policy and was instrumental in founding the Intergovernmental Panel on Climate Change and the British Hadley Centre for Climate Prediction and Research. We offer a proven track record in measuring and analysing public opinion, evaluating the potential of candidates and parties, optimising political positioning, managing reputation, and co-ordinating election nights. Economics of global warming. Drawing upon a wide field of capabilities within its specialist team of resea

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