

## **History is important in diplomacy**

When PR men want to sell journalists a line, their favourite opening gambit is gross sycophancy. “Hey, I lurve your work,” they smarm. “It’s great to meet ya, you’ve been doing wonderful stuff.” Reporters know they are lying. We suspect they have never read a damn word we have written. But we remain in danger of being flattered by their shameless eagerness to please into turning off our bullshit detectors.

Never forget the only job David Cameron had outside politics was as a

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