



## JUST BORIS: A Tale of Blond Ambition

*Sonia Purnell*

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# JUST BORIS: A Tale of Blond Ambition

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## **JUST BORIS: A Tale of Blond Ambition** Sonia Purnell

A major and controversial new biography of one of the most compelling and contradictory figures in modern British life. Born Alexander Boris de Pfeffel Johnson, to most of us he is just 'Boris' – the only politician of the age to be regarded in such familiar, even affectionate terms. Uniquely, he combines comedy with erudition, gimlet-eyed focus with jokey self-deprecation, and is a loving family man with a roving eye. He is also a hugely ambitious figure with seemingly no huge ambitions to pursue – other than, perhaps, power itself. In this revealing new biography, written from the vantage point of a once close colleague, Sonia Purnell examines how a shy, young boy from a broken home became our only box-office politician. How the Etonian product fond of Latin tags became a Man of the People; and why he wanted to be. How the gaffe-prone buffoon won the largest personal mandate this country has ever seen; and how the Johnson family built our biggest – and blondest – media and political dynasty. The first forensic account of a remarkable rise to fame and power, Just Boris unravels a political enigma and asks whether the Mayor who dreams of crossing the Thames to Downing Street has what it takes to be Prime Minister.



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