

Renaming this blog is going to happen - but what should...

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Yesterday's poll [about renaming this blog](#) produced an overwhelming result.

Almost 90% of respondents think that the time has come for it to be renamed. Tax is, after all, no longer its focus.

Less than half of those voting liked the suggestion I made that it be renamed Political Economy UK. That said, I was surprised at the level of support it got.

Many alternative names were suggested, of which the most popular was Courageous State, or something based on it. But, I have to admit that I am not entirely convinced. There is a real risk that much as it appeals to some it could alienate others. I also admit that whilst I stand by the book I would write it differently if doing so again, so it is not a true reflection of where I am now.

There have also been suggestions about adverbs: the implication is that action must be implied.

I reviewed every suggestion. I still quite like Political Economy. But Moral Economy appealed as well. So too did Murphy's Lore, which I was amused by, but it says nothing about the blog.

My colleague Colin Hines came up with the idea that I like most at present. That is to use the name Finance for the Future, which is the name of the partnership we have had since 2007. It makes clear that the focus is on economics. It has the required future orientation. The implication is that there will be a solution focus. There would be some complications in a name transfer but overall I like this.

Any move like this is one that takes quite a lot of thought. As a result I thought I would seek opinion on a range of suggested names. You have three votes in this poll. I would appreciate votes and any further comments. And remember that some of the key things about any name is that it has to be available and roll off the tongue. The poll is not binding.

[poll id="32"]