Accepted Manuscript

Why did Brexit happen? Using causal mapping to analyse secondary, longitudinal data

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PII: S0377-2217(17)30515-5
DOI: 10.1016/j.ejor.2017.05.051
Reference: EOR 14479

To appear in: *European Journal of Operational Research*

Received date: 18 November 2016
Revised date: 25 May 2017
Accepted date: 26 May 2017

Please cite this article as: Duncan Shaw , Chris M. Smith , Judy Scully , Why did Brexit happen? Using causal mapping to analyse secondary, longitudinal data, *European Journal of Operational Research* (2017), doi: 10.1016/j.ejor.2017.05.051

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Highlights

- Identifies differences between Leave and Remain Brexit campaigns
- Develops new causal mapping techniques to analyse longitudinal data
- Consider the validation of causal maps based on secondary data
- Offers a soft OR teaching case for the Brexit referendum

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