

THE GREAT BRITISH DISCUSSION GROUP

#GBDG

PETER YORK

Peter York is an author / journalist / broadcaster **and** a management consultant – a Capitalist Tool. Under both hats ***the subject of social groupings and market segments is his major preoccupation.*** His earliest and best-known description of a social group came in his best-selling 80s book 'The Official Sloane Ranger Handbook', which he co-authored with Ann Barr. Since then he has charted the fortunes of many elite groupings, from designers ('chic-graphique') to Television Types. He believes that while sociologists and market researchers are forever studying The Rest Of Us, the people at the top have escaped scrutiny for too long.

Peter started writing as Style Editor at Harpers & Queen and over the last 40 years he has produced a flood of broadsheet articles and 12 books. He has also contributed to television programmes from 'The Tube' to 'Newsnight' and made some of his own. His latest book, "The War Against the BBC" is co-authored with Prof Patrick Barwise and published by Penguin. He is President of the Media Society

