“Nobody does it better”

James Bond is immortal. This month, 50 years after Sean Connery first appeared as Bond in *Dr No*, Daniel Craig will play the superspy* in the 23rd Bond film, *Skyfall*. The secret to this enduring* success is a little mysterious, however, considering how much the world has changed since Connery first put* on his tuxedo*. The Cold War has ended, depriving* Bond of his main enemy. The modern relationship between men and women makes the traditional “Bond girl” seem* old-fashioned* and sexist. And the reality of modern conflicts makes the idea of the world being saved by an elegant British spy with a martini in one hand and a gun in the other appear more archaic than ever. But, despite of all this, the recent Daniel Craig Bond movies have been among the most successful of all. So what has Bond got that no other character has?

**Fantasy life**

In the early days, a major part of the appeal* was his glamorous* lifestyle – he travelled the world, went to casinos, and had sex with lots of beautiful women. Life for most people in the 1960s and 1970s was just not like that, so the Bond fantasy was understandably attractive*. Since then, travel has become democratized, casinos have gone online, and casual sex is normal for a whole generation. So there must be something else that explains his success.

**Sex appeal**

One possibility is that while other action heroes are generally adolescent male fantasies, Bond is a secret fantasy figure for many women too. It’s simple: boys like the action, the cool gadgets and the beautiful girls, whereas women like... well, women like James Bond. He’s tall, dark and handsome*. He is suave, sophisticated* and seductive. But above all, he’s a bad boy on the side of the good guys. And, of course, he dresses really well, which no other action hero does.

That said, Bond’s romantic relationships have been disastrous*.

By Rupert Morgan