

Lobbying and Government Relations A Guide for Executives

**LOBBYING
AND
GOVERNMENT
RELATIONS**
A Guide for Executives

CHARLES S. MACK

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Reviews

It is straightforward in go through easier to recognize. I actually have study and that i am sure that i will going to study yet again again down the road. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Jaclyn Johns DDS)

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Praeger. Hardcover. Book Condition: New. Hardcover. 244 pages. Dimensions: 9.1in. x 6.2in. x 0.8in. a comprehensive, insiders view of the array of techniques that can be used to influence governmental policies and decisions. The text describes the origins of lobbying and illustrates the resources and tactics that are used by state and federal lobbyists. The reader learns the ins and outs of coalitions, grassroots strategy and political action committees. Mack concludes with a visionary look at lobbying in the future and presents a very useful summary of Sources and Resources that are useful in government relations work. Corporate Public Issues and *Written for executives of corporations, trade associations, labor unions, and other organizations interested in influencing legislation and regulations, this book is a comprehensive handbook on the array of techniques and technologies that can be used to influence governmental policies and decisions.* Mack describes how to start or revitalize government relations programs at the federal, state, or local levels and presents a variety of tools designed to maximize the readers understanding of how particular processes can be applied in practice, including step-by-step guidance and several models. Thorough coverage of issues such as planning, organization, and analysis as well as detailed information about specific government relations techniques, particularly direct lobbying, make this an invaluable resource that belongs on the bookshelf of every corporate executive with a need to start, reassess, or revitalize government relations programs in their companies; executives and leaders of trade associations, labor unions, public interest groups, and other organizations with a similar need; government officials, including legislators and their staffs, with an interest in exploring how the private sector approaches government relations; civic and community leaders wishing to learn how the lobbying process operates; and political science students, both graduate and undergraduate, with a need for a practical...

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