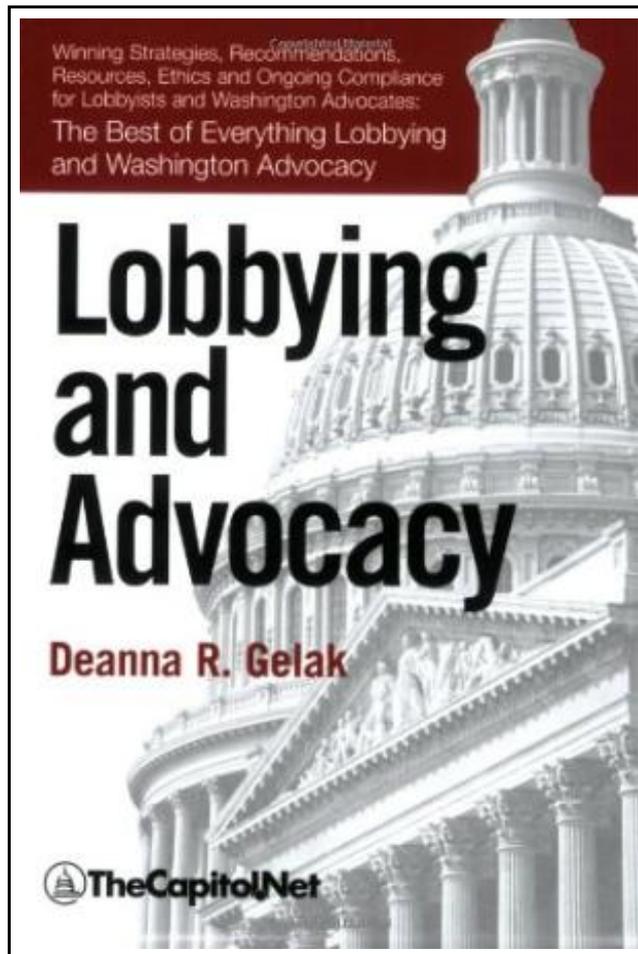


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TheCapitol.Net, Inc, United States, 2008. Paperback. Book Condition: New. 254 x 178 mm. Language: English Brand New Book ***** Print on Demand *****.Lobbying and Advocacy is the comprehensive guide for lobbyists and Washington advocates. * Top strategies for winning as an effective lobbyist or Washington advocate. * Practical resources and methods for maintaining compliance and staying abreast of ethical and legal requirements. * Practical tips, research based methods, and step-by-step guides for communicating with policymakers in every venue most effectively, including telephone calls, emails, Congressional meetings, testifying before Congress, building coalitions, and working with the press. * Extensive list of Lobbying and Advocacy Resources. Table of Contents Preface Ch. 1 The True Nature of Lobbying Ch. 2 Legal and Ethical Considerations Ch. 3 Position Drivers: Forces That Shape Legislation Ch. 4 Understanding Governmental Institutions and Processes Ch. 5 Know Your Issue (Well Enough for the Toughest Questions) Ch. 6 Build the Right Plan Ch. 7 Develop, Never Devalue, Grassroots Ch. 8 Communicate Effectively with Policymakers: Personal Meetings, Letters, Phone Calls, and Electronic Communications Ch. 9 Multiply Your Influence: Coalitions and Partners Ch. 10 Media Engagement and Testimony: Perfect Your Public Presence Ch. 11 Managing and Maintaining a High Performance Governmental Affairs Program Appendices App. 1. Checklist of Basic Lobbying Techniques and Strategies and Key Factors Influencing Legislative Actions App. 2. How to Monitor and Influence Policy at the Federal Level App. 3. A Practical Guide To Working The Hill And Guiding Congressional Witnesses / Hill Visitors, including Capitol Hill Map with parking indicated (online see Capitol Hill: Map, Parking, Buildings, Hotels, Restaurants) App. 4. Select Glossary of Lobbying Terms, Abbreviations, and Acronyms App. 5. The Lobbyist s Annual Calendar: Key Dates And Activities Template With Annual Schedule Highlights App. 6. American League of Lobbyists (ALL) Code of Ethics App. 7....

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