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LOBBYING AND GOVERNMENT RELATIONS A GUIDE FOR EXECUTIVES



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...

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- Authored by Charles S. Mack
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