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Lobbying: the art of political persuasion / Lionel Zetter

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**Abstract**

Fully revised, updated and expanded second edition Lobbying is a global industry which thrives wherever democracy is established. This book straddles the globe, from the USA to Japan. It covers the Westminster and Scottish Parliaments, and the Welsh, Northern Ireland and London Assemblies. It examines the lobbying scenes in the USA and Brussels. Finally, the book also deals with Asia, the Arabian Gulf and the Middle East. This book examines and explains all aspects of lobbying in an expert yet accessible manner. Areas covered include: - The historical background to lobbying, and the

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ethical and regulatory frameworks - The mechanics of lobbying, and the techniques employed by lobbyists around the world - The various types of lobbying and public affairs campaigns - Advice on how to break into lobbying - The procedure for appointing a public affairs consultancy - How to use third party advocates in support of a campaign The author is an acknowledged expert in his field, and this book represents a distillation of his decades of experience. There are also 'top tips' from some of the most senior lobbyists in the world, as well as contributions from elected politicians. (HRK / Abstract übernommen)

**Signature**

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