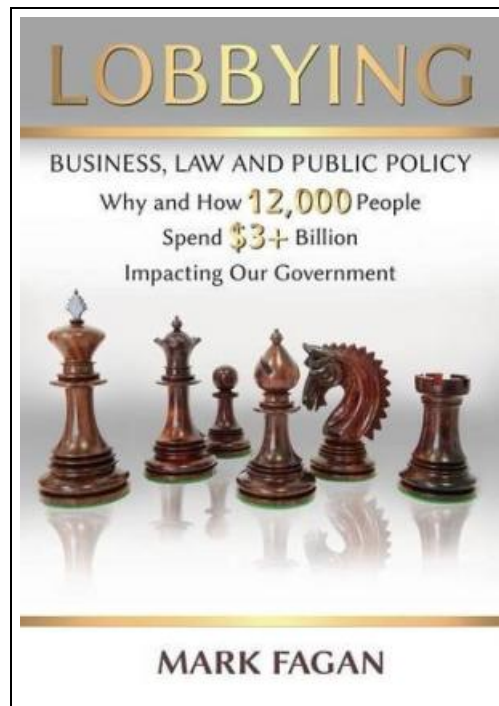


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Vandeplas Pub., United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Lobbying: Business, Law and Public Policy, Why and How 12,000 People Spend \$3+ Billion Impacting Our Government provides students, practitioners and engaged citizens with an understanding of this highly charged aspect of American democracy. Mention the words lobbying or lobbyist to a friend or colleague and you will likely get a strong response. Some people view lobbying as nothing more than the practice of buying influence, power and legislation. To others, lobbying plays a vital part in our policymaking process, enabling us to exercise one of our most treasured constitutional rights - the right to petition the government. In reality, both positions have merit and that is what makes lobbying such an interesting practice. Lobbying is a multibillion-dollar industry that impacts all aspects of public policy at the highest level of government. At the same time, it is also the avenue by which the average citizen meets with their government representatives to request action. Lobbying is inherently a multi-disciplinary topic. Effective lobbying requires understanding the political and policymaking process. It is also a function of human psychology and strategy consulting. Many lobbyists have a legal background, which enables them to draft and dissect legislation and make meaningful recommendations, but some are former politicians, businessmen and communications specialists. Lastly, lobbying requires business acumen, drawing on skills such as networking, consulting and public relations. While these disciplines can be looked at separately, lobbying requires the study of all of them together. The goal of this book is to take the mystery and hyperbole out of lobbying and explain the business, law and public policy aspects of the field. By the last page you will understand and appreciate (1) the history of lobbying from King...

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