

Lobbying: Understanding and Influencing the Corridors of Power



The size and role of central government has expanded enormously in recent decades, and the effect of public policy and regulatory activity on business and special interest groups can be severe. `Lobbying reveals where the real power lies and how decisions are made. It covers the techniques of monitoring, legislative analysis, acquiring information, access to and negotiation with the decision-makers, and advocating a case effectively. Written by one of the leading professional consultants, `Lobbying is an invaluable manual of the techniques of access to and influence over power. It will be indispensable for business people, trade associations, special interest groups, and others concerned with the influence and operation of modern government. This successful book has now been thoroughly revised and updated for the new edition.

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