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**The Lobbying Strategy Handbook**

10 Steps to Advancing Any Cause Effectively

*Pat Libby and Associates*

*University of San Diego*

"The three greatest strengths of this text are its readability – taking a complex activity (lobbying) and breaking it down into ten digestible steps is very appealing; examples – real life applicability that allow the instructor to get inspired and to emulate the examples & exercises; the questions at the end of the chapters."  
Priscilla Allen, *Louisiana State University*

"I really liked the writing style! It was warm and personable. I feel the authors challenge students to think critically! The discussion questions will make for interesting class discussions. I like that the author has broken the ten step process into multiple chapters. That makes it easier from a lecture standpoint! Good procedural steps, and tips on doing regional analysis. The discussion is current and easy to understand."

Louis Laster, *University of Texas at Arlington*

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**Inspiring students to take action!**

The *Lobbying Strategy Handbook* shows how students with passion for a cause can learn to successfully influence lawmaking in the United States. The centerpiece of this book is a 10-step framework that walks the reader through the essential elements of conducting a lobbying campaign. The framework is illustrated by three separate case studies that show how groups of people have successfully used the model. Undergraduate, graduate students, and anyone interested in making a difference, can use the book to guide them in creating and conducting a grassroots campaign from start to finish.

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**KEY FEATURES**

- Demystifies how government finances operate by providing a clear framework on government finances and taxes, and the implications of both on social welfare.
- Describes student-led advocacy campaigns from start to finish in gripping detail so that the reader feels part of the action and suspense! These cases show students that they can lead advocacy campaigns and show them how to do it.
- Educates students on the legal dos and don’ts of lobbying.
- Explains the legislative process in simple terms focusing on state and local government.
- Details the core elements of a low-cost comprehensive advocacy campaign.
- Describes strategies and tools for internet advocacy.
- Guides the application of learned knowledge through thought-provoking questions at the end of each chapter.
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