

1. Record Nr.	UNINA9910814479503321
Autore	Thomson Stuart <1972->
Titolo	Public affairs in practice : a practical guide to lobbying / / Stuart Thomson and Steve John
Pubbl/distr/stampa	London ; ; Philadelphia, : Kogan Page, 2007
ISBN	1-280-85161-9 9786610851614 0-7494-5046-0
Edizione	[1st ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	PR in practice series
Altri autori (Persone)	JohnSteve
Disciplina	324/.4
Soggetti	Lobbying Pressure groups
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Copyright; Dedication; Contents; Foreword - George Mitchell; Foreword - Anne Gregory; Preface; 1 Introduction; 2 The art of lobbying; 3 Reputation and the media; 4 Managing issues; 5 Stakeholder relations; 6 Corporate social responsibility; 7 Conclusion; Appendix - codes of conduct; Index
Sommario/riassunto	Practical guide to the public affairs industry, explaining the methods used by practitioners and exploding some of the myths.