

1. Record Nr.	UNINA9910956355803321
Autore	Daly John A (John Augustine), <1952->
Titolo	Advocacy : championing ideas & influencing others // John A. Daly
Pubbl/distr/stampa	New Haven, : Yale University Press, c2011
ISBN	9786613246790 9781283246798 1283246791 9780300175073 0300175078
Edizione	[1st ed.]
Descrizione fisica	1 online resource (387 p.)
Disciplina	302.2
Soggetti	Branding (Marketing) Social interaction Communication in marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The politics of ideas -- Communicate your idea with impact -- Frame your message -- Build your reputation, create a brand -- Form alliances -- Your idea is only as good as its story -- Who's making the decision? -- Network! -- Timing is everything -- Create persuasive messages -- Make the idea matter -- Make a memorable case -- Demonstrate confidence -- Steer meetings your way.
Sommario/riassunto	When a group of people gather together to generate ideas for solving a problem or achieving a goal, sometimes the best ideas are passed over. Worse, a problematic suggestion with far less likelihood of success may be selected instead. Why would a group dismiss an option that would be more effective? Leadership and communications expert John Daly has a straightforward answer: it wasn't sold to them as well. If the best idea is yours, how can you increase the chances that it gains the support of the group? In Advocacy: Championing Ideas and Influencing Others, Daly explains in full detail how to transform ideas into practice. To be successful, leaders in every type of organization must find practical and action-oriented ways to market their ideas and achieve buy-in from the members of the group. Daly offers a comprehensive

action guide that explains how to shape opinion, inspire action, and achieve results. Drawing on current research in the fields of persuasion, power relations, and behavior change, he discusses the complex factors involved in selling an idea-the context of the communication, the type of message being promoted, the nature and interests of the audience, the emotional tenor of the issues at stake, and much more. For the businessperson, politician, or any other member of a group who seeks the satisfaction of having his or her own idea take shape and become reality, this book is an essential guide.
