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## Sommario/riassunto

Fully revised, updated and expanded second edition Lobbying is a  
 global industry which thrives wherever democracy is established. This  
 book straddles the globe, from the USA to Japan. It covers the  
 Westminster and Scottish Parliaments, and the Welsh, Northern Ireland  
 and London Assemblies. It examines the lobbying scenes in the USA  
 and Brussels. Finally, the book also deals with Asia, the Arabian Gulf  
 and the Middle East. This book examines and explains all aspects of  
 lobbying in an expert yet accessible manner. Areas covered include:-  
 The historical background to lobbying, and the ethical and regulatory  
 frameworks- The mechanics of lobbying, and the techniques employed  
 by lobbyists around the world- The various types of lobbying and  
 public affairs campaigns- Advice on how to break into lobbying- The  
 procedure for appointing a public affairs consultancy- How to use third  
 party advocates in support of a campaign The author is an  
 acknowledged expert in his field, and this book represents a distillation  
 of his decades of experience. There are also 'top tips' from some of the  
 most senior lobbyists in the world, as well as contributions from  
 elected politicians.