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Nota di contenuto	<p>""Contents""; ""Preface""; ""Part 1 a€“? Introduction to Lobbying""; ""1.1 Definitions""; ""1.2 History""; ""1.3 Ethics and Regulation""; ""1.4 Funding and Donations""; ""Part 2 a€“? The Mechanics of Lobbying""; ""2.1 Rationale for Lobbying""; ""2.1.1 Threat""; ""2.1.2 Opportunity""; ""2.2 Types of Lobbying Programmes""; ""2.2.1 Profile raising""; ""2.2.2 Contact programme""; ""2.2.3 Policy shaping""; ""2.2.4 Legislation changing""; ""2.3 Starting a Career in Lobbying""; ""2.3.1 Academic qualifications""; ""2.3.2 Internships""; ""2.3.3 Advertisements""; ""2.3.4 Websites""</p> <p>""2.3.5 Recruitment consultancies""""2.4 Appointing a Lobbying Consultancy""; ""2.4.1 Written proposal""; ""2.4.2 Presentation""; ""2.4.3 Contractual benchmarks""; ""2.4.4 Freelancers""; ""Part 3 a€“? The Tools of Lobbying""; ""3.1 Monitoring and Intelligence""; ""3.1.1 In-house monitoring""; ""3.1.2 Monitoring agencies""; ""3.1.3 Public affairs consultancy monitoring""; ""3.2 Reference Titles""; ""3.3 Opinion Polling""; ""3.4 Relationship Management""; ""3.5 Online Campaigning""; ""3.6 Messaging""; ""3.7 The Media""; ""Part 4 a€“? Lobbying Whitehall and Westminster""; ""4.1 The Civil Service""</p> <p>""4.1.1 Whitehall""""4.1.2 Contacting civil servants""; ""4.1.3 Special Advisers""; ""4.1.4 Executive agencies and non-departmental public bodies""; ""4.1.5 Regulators""; ""4.2 Political Parties""; ""4.3 House of Commons""; ""4.3.1 Prime minister""; ""4.3.2 Cabinet""; ""4.3.3 Ministers""; ""4.3.4 Parliamentary private secretaries""; ""4.3.5 Whips"";</p>

""4.3.6 Members of Parliament"; ""4.3.7 Queen's Speech"; ""4.3.8 Select committees"; ""4.3.9 Consultation documents"; ""4.3.10 Early Day Motions"; ""4.3.11 Business Questions"; ""4.3.12 Petitions"";
""4.3.13 Oral questions""
""4.3.14 Prime minister's questions""""4.3.15 Written questions"";
""4.3.16 Written Ministerial Statements""; ""4.3.17 Urgent questions"";
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""4.3.22 Mass lobbies""; ""4.3.23 Debates""; ""4.3.24 Legislation""; ""a?€a?€a?€a?€a?€a?€æ?€æ?€æ?€æ?€æ?€æ?€""; ""4.4 House of Lords""; ""4.4.1 Cabinet""; ""4.4.2 Ministers""; ""4.4.3 Whips""; ""4.4.4 Queen's Speech""; ""4.4.5 Select committees""; ""4.4.6 Oral questions""; ""4.4.7 Written questions""
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""5.1.6 Oral questions""; ""5.1.7 Written questions""; ""5.1.8 Motions"";
""5.1.9 Petitions""; ""5.2 Scottish Government""; ""5.3 Scotland Office"";
""5.4 Scottish Affairs Select Committee""; ""5.5 Scottish Grand Committee""; ""5.6 National Assembly for Wales""; ""5.6.1 Powers"";
""5.6.2 First minister""; ""5.6.3 Cabinet""; ""5.6.4 Departments""; ""5.6.5 Finances""
""5.6.6 Legislation""

Sommario/riassunto

Fully revised, updated and expanded second editionLobbying 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 campaignThe 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.
