



Business, Politics, and the Practice of Government Relations

Charles S. Mack

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Government is the source of the largest cost of doing business. Corporations and business associations must, therefore, manage the business-government relationship with uncommon skill and vigor. Charles Mack, drawing upon his long, successful experience as a practitioner and teacher, asks other corporate and association executives to rethink their current government relations programs and implement them in new, more cost-effective and technologically proficient ways. A highly readable and practical guide to lobbying in all its forms, Mack's book emphasizes managing, and shows how to apply the various means of government relations to achieve specific, important results.

Mack covers all of the tactics and techniques of the field—issues research, strategies, organization and management, direct lobbying, grassroots lobbying, political action, the use of coalitions and trade associations, and public relations. He discusses the use of new computer and communications technologies, benchmarking, lobbying structures and arenas from Washington to the European Union, current management practices (including compensation), the role of interest groups, legislative and electoral politics, and the practice of government relations in other countries. Government relations people will also find a useful discussion of the legislative and political influences that determine how lawmakers vote on issues, how to organize coalitions of diverse groups and get the most of association memberships, the essentials of mobilizing legislative support at the grassroots, and what to do—and not do—when lobbying foreign countries. Mack provides a clear explanation of how government relations works at the federal, state, local, and international levels. Offering practical, day-to-day guidance to experienced and upcoming government relations executives alike, this book will also have important things to say to legislative aides and other public policy administrators. A highly readable and practical guide to lobbying in all its forms, Mack's book emphasizes managing, and how to apply the various means of government relations to achieve specific, important results.

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