



The Lobbying Strategy Handbook: 10 Steps to Advancing Any Cause Effectively

Patricia J. Libby

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The Lobbying Strategy Handbook shows how students with passion for a cause can learn to successfully influence lawmaking in the United States. The centerpiece of this book is a 10-step framework that walks the reader through the essential elements of conducting a lobbying campaign. The framework is illustrated by three separate case studies that show how groups of people have successfully used the model. Undergraduate, graduate students, and anyone interested in making a difference, can use the book to guide them in creating and conducting a grassroots campaign from start to finish.

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