

Public Affairs in Practice: A Practical Guide to Lobbying (PR in Practice)

Stuart Thomson, Steve John



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Public Affairs in Practice: A Practical Guide to Lobbying (PR in Practice) Stuart Thomson, Steve John Public affairs today is more than just political lobbying. It requires working with other policy-making bodies, such as regulators, commercial organizations and other interested parties. *Public Affairs in Practice* is the first book to examine the methods public affairs professionals use to make an impact. It covers each aspect of the industry and examines the tools needed to deliver an effective public affairs program. It also highlights the potential benefits of public affairs, including protection from perceived threats of new regulation, identifying new market opportunities and raising the profile of an organization. Not only do the authors consider established markets (the US, UK and Western Europe), but also the opportunities presented to companies by the EU accession states and China, where there are currently very few public affairs professionals. With case studies and tips from industry professionals, this is a practical how-to guide for both practitioners and students.

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