



Persuading Congress: A Practical Guide to Parlaying an Understanding of Congressional Folkways and Dynamics Into Successful Advocacy on Cap

By Joseph Gibson

TheCapitol.Net, Inc. Hardcover. Condition: New. 158 pages. Dimensions: 8.6in. x 5.6in. x 0.7in. What happens in Congress affects all of our lives and extends into every corner of the economy. Because so much is at stake there, businesses and other interest groups spend billions of dollars each year trying to influence it. Yet, most of these efforts are doomed to futility from the outset. Only a small percentage of the bills introduced in Congress actually become law, and most interested parties do not fully understand why those few bills succeed. More importantly, how to get Congress to do what they want remains a mystery to them. It is as if everyone in the place is speaking in the ancient Greek of the first democracy. This book will help you understand Congress. Written from the perspective of one who has helped put a lot of bills on the Presidents desk and helped stop a lot more, this book explains in everyday terms why Congress behaves as it does. Then it shows you how you can best deploy whatever resources you have to move Congress in your direction. You need no longer wonder what goes on in Congress. The book will allow you...

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Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

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