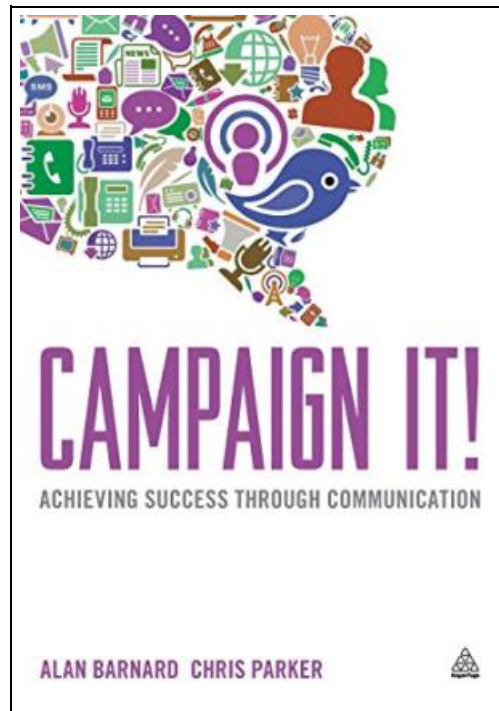


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Kogan Page Limited/Viva Books, 2012. Softcover. Book Condition: New. First edition. Campaign It! will improve the way you communicate and so enable you to achieve your desired outcomes more effectively and efficiently. This ground-breaking book redefines campaigning and explains how to create and deliver a compelling campaign that can be applied in any aspect of your professional and personal life. Based on a claim that is both bold and true, this book introduces and demonstrates a new, unique and complete approach to communication for change - the Campaign It! model. It is a model developed and used by leading professionals in communications and campaigning to create influence and change at the highest levels in business, politics and society. It is transferable to any sphere of life. It is tried and tested. And it works. Simply put: to achieve change and be successful you always have to inform, persuade and gain agreement from significant people and organizations. The Campaign It! model enables you to do this powerfully and positively. Campaign It! discusses the philosophy, attitudes and skills needed to be an effective campaigner and provides a unique and compelling definition of what makes a cause so powerful. Filled with examples and stories from successful campaigns, including insights from leading figures from the worlds of business, media, politics, sport and entertainment, Campaign It! provides a practical and powerful model that will enable you to achieve success. Contents: Introduction 01: Our approach to campaigns and campaigning ? Learning to become better ? Our new definition and our approach to campaigning ? Purpose, philosophy, attitudes and attributes ? Leaders, vacuums and campaigns ? The nature and purpose of communication ? The value of communication ? The inevitability of influence ? The likelihood of resistance ? The need for an ethical approach ? The seven...

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