

THE NEW CORPORATE ACTIVISM

**Harnessing The Power of Grassroots
Tactics for your Organization**

Edward A. Grefe / Marty Linsky



New Corporate Activism Harnessing The Power Of Grassroots Tactics For Your Organization

Arco Timmermans



New Corporate Activism Harnessing The Power Of Grassroots Tactics For Your Organization:

Routledge Handbook of Political Management Dennis W. Johnson, 2010-03-17 A comprehensive overview of the field of applied politics encompassing political consulting campaigns and elections lobbying and advocacy grass roots politics fundraising media and political communications the role of the parties political leadership and the ethical dimensions of public life

The New Corporate Activism Edward A. Grefe, Martin Linsky, 1995 This book zeroes in on the public affairs strategies both the triumphs and blunders of leading companies and distills their experiences into core components any company can utilize Key issues discussed include setting a strategic approach framing the message mobilizing the troops dealing with crisis and targeting communications for maximum impact Special emphasis is placed on the most challenging areas of public affairs today expanding global markets and effecting change in legislation overseas

The Business of America is Lobbying Lee Drutman, 2015-03-19 Corporate lobbyists are everywhere in Washington Of the 100 organizations that spend the most on lobbying 95 represent business The largest companies now have upwards of 100 lobbyists representing them How did American businesses become so invested in politics And what does all their money buy Drawing on extensive data and original interviews with corporate lobbyists *The Business of America is Lobbying* provides a fascinating and detailed picture of what corporations do in Washington why they do it and why it matters Prior to the 1970s very few corporations had Washington offices But a wave of new government regulations and declining economic conditions mobilized business leaders Companies developed new political capacities and managers soon began to see public policy as an opportunity not just a threat Ever since corporate lobbying has become increasingly more pervasive more proactive and more particularistic Lee Drutman argues that lobbyists drove this development helping managers to see why politics mattered and how proactive and aggressive engagement could help companies bottom lines All this lobbying doesn't guarantee influence Politics is a messy and unpredictable bazaar and it is more competitive than ever But the growth of lobbying has driven several important changes that make business more powerful The status quo is harder to dislodge policy is more complex and as Congress increasingly becomes a farm league for K Street more and more of Washington's policy expertise now resides in the private sector These and other changes increasingly raise the costs of effective lobbying to a level only businesses can typically afford Lively and engaging rigorous and nuanced *The Business of America is Lobbying* will change how we think about lobbying and how we might reform it

Research Handbook on Public Affairs Arco Timmermans, 2024-05-02 In this innovative Handbook Arco Timmermans brings together a diverse range of experts to scrutinise the current field of public affairs what can be learned from it and its compatibility with democracy and open society Through this multidisciplinary focus on knowledge and competencies the Handbook aims to closely connect the spheres of research and practice within public affairs

Communication Yearbooks Vols 6-33 Set Various, 2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge

and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to Communication

Congress Online Dennis W. Johnson, 2013-04-15 While more than a million e mails clog the inboxes of Congress each day some legislators can't even find their own websites without the help of their staffers In fact laptops aren't even allowed on the floor of the House or Senate But as Dennis W Johnson demonstrates in Congress Online there are some savvy legislators who are taking advantage of new media to expand their power and influence and the Congressional communications revolution is just beginning Born out of a Pew Charitable Trusts research project of the same name Congress Online is the definitive guide to electronic politics pointing the way to a system that could forge a new and more immediate connection between legislators and the American people *Communication Yearbook* 26 William B. Gudykunst, 2002

Democracy for Hire Dennis W. Johnson, 2017 This book is a history of political consulting in America examining how the consulting business developed highlighting the major figures in the consulting industry and assessing the impact of professional consulting on elections and American democracy A key focus is on presidential elections beginning in 1964 and the important role played by consultants and political operatives *Climate Activism* Annika Skoglund, Steffen Böhm, 2022-10-20 The book explains how new forms of climate activism bridge business and society to speed up decarbonization through renewable energy *Corporate Community Relations* Edmund M. Burke, 1999-02-28 Burke challenges the current thesis that companies should act responsibly toward communities and societies Instead he shows that changes in society mandate that companies must develop strategies and programs that foster a reputation of trust in local communities in order that they preserve their license to operate Burke describes strategies and programs of action that enable companies to develop trust and thus maintain their license to operate He also describes ways to use philanthropy and volunteer programs to achieve a competitive advantage The public environment in which companies operate has changed significantly since the 1970s Communities in response to elected officials and community groups are demanding that companies observe new norms of behavior They expect companies to respect the environment respond to the concerns of the community residents and contribute to the support of community institutions As Burke illustrates a company's community reputation also affects the behavior of consumers and employees Consumers prefer to buy products from companies that are involved in the community Employees are attracted to companies that have a good community reputation Just as successful companies need to be a supplier of choice an employer of choice and an investor of choice they now have to become a

neighbor of choice They have to behave in ways that build a legacy of trust in order to be positioned positively in the community As Burke shows to be a neighbor of choice a company has to pursue three strategies build sustainable and ongoing relationships with key community individuals groups and organizations institute procedures that anticipate and respond to community expectations concerns needs and issues and focus the company s community programs on ways that promote and strengthen the community s quality of life and which also support the business goals of the company The strategies developed by Burke will be of great use to community and public affairs managers and general managers of corporations as well as CEOs and other executive officers Students in courses on corporate strategy and general management will find the book of value as will students in courses on non profit management

New Corporate Activism Harnessing The Power Of Grassroots Tactics For Your Organization Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has be evident than ever. They have the ability to inspire, provoke, and ignite change. Such may be the essence of the book **New Corporate Activism Harnessing The Power Of Grassroots Tactics For Your Organization**, a literary masterpiece that delves deep into the significance of words and their effect on our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall effect on readers.

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