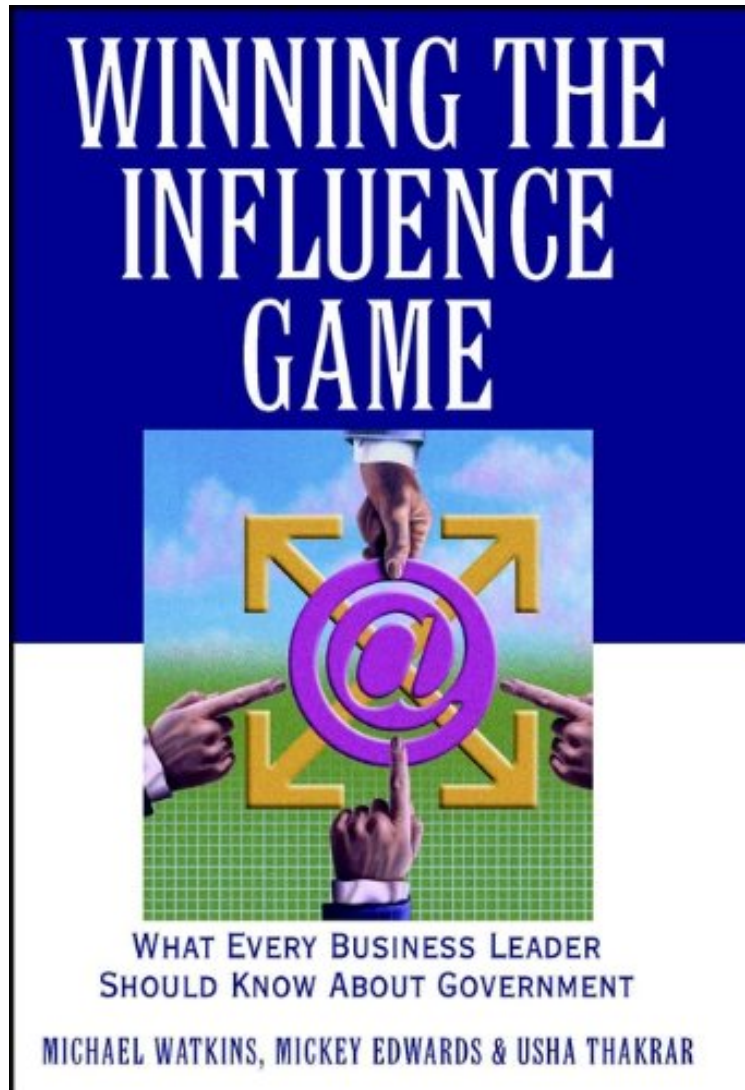


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Winning the Influence Game: What Every Business Leader Should Know about Government

Michael Watkins, Mickey Edwards, Usha Thakrar
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This book is essential reading for anyone needing to implement and manage corporate strategy in a rapidly changing economy. The authors provide a well-informed and interesting perspective on how to navigate government relations while maintaining a competitive advantage. This is an important contribution to current management theory that provides ample food for thought, as well as solid recommendations for practical application. Interesting, focused, well written and useful!² of 3 people found the following review helpful. Indispensable tool for any CEO
By John F Eckert
Reading 'Winning the Influence Game' was an eye opening experience on how important it is understand how government can influence business. The authors have provided a blueprint for creating a strategy which can change government from an adversary to an ally. More importantly, a well thought out strategy can become your most valuable competitive weapon. If I had viewed government as a partner 10 years ago, there is no doubt in my mind that my venture capital business would be much larger and far more profitable today.

Play the game to win "More and more CEOs are discovering that managing one's business environment is as important as managing operations, finance, and sales. Winning the Influence Game explains how a strategic government relations program can make a major impact on that environment at the federal, state, and local levels."-Douglas G. Pinkham, President, Public Affairs Council "A useful, detailed handbook that should find itself on the desktop-or at the bedside-of every business leader. These are the skills that every business leader needs to succeed in the increasingly complex and rapidly changing globalized economy in which they operate-and to gain competitive advantage for their company's future."-Ira Jackson, Director, Center for Business and Government, John F. Kennedy School of Government "Winning the Influence Game provides an excellent overview for the corporate leader of how government can impact the bottom line-both positively and negatively. The clear, concise, and practical manner in which the book is organized and information provided makes it an extremely useful resource to those charged with the responsibility of creating an effective government relations program."-Margery Kraus, President and CEO, APCO Worldwide

From the Inside Flap
In today's new economy, business leaders are increasingly aware that government laws and regulations can determine the very viability of their businesses. The same Constitution that sets limits on government power and protects individual rights also gives federal, state, and local governments the authority to make the rules under which your business must operate. Make no mistake-the key to your business's survival could depend on your ability to influence the officials who make and enforce the rules of the game. Winning the Influence Game is your must-have guide to navigating the morass of competing, overlapping jurisdictions and diverse legislators, regulators, and judges so you can help to shape the laws and rules that will affect your success. Here, a crackerjack author team from Harvard Business School and Harvard's Kennedy School of Government-who have access to the key players on this issue-reveal the latest tools, techniques, and thinking behind influencing government so businesses can take control. This timely book presents a model that can be applied to influence games at any level of government-local, state, national, or international. From diagnosing government's impact on your business to organizing to influence to building coalitions to leveraging the power of the Internet, the authors provide specific guidelines and real-world strategies that will work for all types of businesses. Winning the Influence Game also shares actual stories of successes and failures from recognized leaders in the field of government relations, including: Washington representatives of leading companies like Pfizer and International Paper Leading professional lobbyists and consultants CEOs who have been active in government relations such as Vice President Dick Cheney (formerly of Halliburton) and Treasury Secretary Paul
Neill (formerly of Alcoa) Officials in legislative and executive branches, including the lead counsel for the Senate Banking Committee
Don't be a victim of damaging laws-play the game to win. And exercise your rights before someone else changes the rules.
From the Back Cover
Play the game to win "More and more CEOs are discovering that managing one's business environment is as important as managing operations, finance, and sales. Winning the Influence Game explains how a strategic government relations program can make a major impact on that environment at the federal, state, and local levels."-Douglas G. Pinkham, President, Public Affairs Council "A useful, detailed handbook that should find itself on the desktop-or at the bedside-of every business leader. These are the skills that every business leader needs to succeed in the increasingly complex and rapidly changing globalized economy in which they operate-and to gain competitive advantage for their company's future."-Ira Jackson, Director, Center for Business and Government, John F. Kennedy School of Government "Winning the Influence Game provides an excellent overview for the corporate leader of how government can impact the bottom line-both positively and negatively. The clear, concise, and practical manner in which the book is organized and information provided makes it an extremely useful resource to those charged with the responsibility of creating an effective government relations program."-Margery Kraus, President and CEO, APCO Worldwide
About the

Author MICHAEL WATKINS is an associate professor of business administration at Harvard Business School and has also taught at Harvard's Kennedy School of Government. He is the coauthor of *Right from the Start* and consults extensively on negotiation and coalition building in the private and public sectors. MICKEY EDWARDS was a member of Congress for sixteen years, where he was a senior member of the Republican leadership. He currently teaches about Congress and public advocacy at the Kennedy School of Government. Edwards also writes a weekly syndicated newspaper column and broadcasts national radio commentaries on the NPR program "All Things Considered." USHA THAKRAR is a research associate at Harvard Business School. She is a graduate of the Kennedy School of Government and has experience working in state government and founding her own start-up.