

(Mobile pdf) How to Win Campaigns: 100 Steps to Success

How to Win Campaigns: 100 Steps to Success

Chris Rose

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Chris Rose : How to Win Campaigns: 100 Steps to Success before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Win Campaigns: 100 Steps to Success:

1 of 1 people found the following review helpful. Insightful!By Rolf DobelliRefreshingly, this book deals with grass roots activist campaigns, as opposed to conventional corporate marketing. However, the impassioned amateurs it

intends to teach may need persistence to penetrate its meandering organizational structure, which is perhaps more hampered than helped by the "100 steps" format. Author Chris Rose offers solid information on organizing campaigns and on communication strategies, but clustering it more tightly might have provided greater utility. Rose, a veteran Greenpeace activist, offers excellent examples from environmental campaigns. Given his expertise, that is understandably the main issue discussed in the book. The information on media management is likewise solid, if somewhat general for today's diverse media market, particularly in listing media likes and dislikes. The marketing information is appropriately geared for beginners, except for the complex diagrams on motivational characteristics and issue mapping. If you seek inspiration and concrete tactics for transforming your ideas into action and public policy, we find that this manual is a good place to start. 0 of 2 people found the following review helpful. Will Do, but better products out there. By KI found this book to be only so helpful. There are other products out there that are simpler and easier to use. [...]

Written for the new campaigner and the experienced communicator alike, this is a comprehensive and systematic exploration of what works in campaigning, and a practical how-to guide for using principles and strategy in campaigning as a new form of public politics. Applicable to any issue and from any point of view, the book's 100 key steps and tools provide models of motivation, analysis and communication structure. Content includes how to begin a campaign, motivating people, research and development, issue mapping, planning using the campaign planning star, organizing communications including visual language, constructing campaign propositions, insight into news media, how to keep a campaign going, how to use old and new media and what to do and what not to do. The final chapter reviews the bigger picture, examining how campaigns became a form of politics. It also provides new research material on how issues mature and become 'norms', and the consequent problems for campaigning.

'The definitive guide to the campaigner's arts, a magisterial A to Z of how to win hearts and minds. Those without the time to read it from cover to cover will still find plenty to intrigue and enlighten them. The book should also be required reading in City boardrooms, if Rose's potential targets want to know what's heading their way' Alex Kirby, BBC 'Environmentalists have a bad habit of understanding more about the issues than they do about people. Then they wonder why their campaigns fail. Chris Rose not only knows about both, he knows how to connect them' Tom Burke, ex-Director of FoE and the Green Alliance, co-founder of E3G Third Generation Environmentalism 'Rose is one of the top pros, and this book is full of expert guidance and examples. Any selection of these '100 steps to success' should make you more of a pro and less of an amateur' Rick Minter, editor of ECOS, British Association of Nature Conservationists 'They've got Carl Rove. We've got Chris Rose. Bet on us!' John Passacantando, Executive Director, Greenpeace USA 'Be it an advertising, electoral or sway campaign, this book is an excellent guide for anyone wanting to rally together public support for an important cause... Useful for the experienced campaigner and novice alike, this systematic and practical guide shows that campaigning has a key role to play in contemporary politics.' The Waste Paper 'Rose delivers more in this book than most of us will ever know about campaigning. He successfully presents what is often seen as a black art as both tangible and doable.' John Wyatt, Partner, Wyatt Wyatt Corporate Communications 'Tells of the nuts and bolts of getting heard and achieving results in a marvellously readable way. An inspiring read for all budding campaigners.' Tim O'Riordan, Professor of Environmental Sciences at the University of East Anglia 'A 'must read' for those who want to use communications techniques to change the world we live in.' Ed Gyde, Director, Munro Forster Communications 'Applicable to any issue and from any point of view, the book's 100 key steps and tools provide promising models of motivation, analysis and communication for any campaign, large or small.' Countryside Voice 'A thoroughly engaging piece of work, infused with the enthusiasm of the author for a subject he clearly knows very well.' ResourceAbout the AuthorChris Rose is an environmental campaigner and communications consultant who has worked for Greenpeace, Friends of the Earth, WWF International and a host of other organizations.