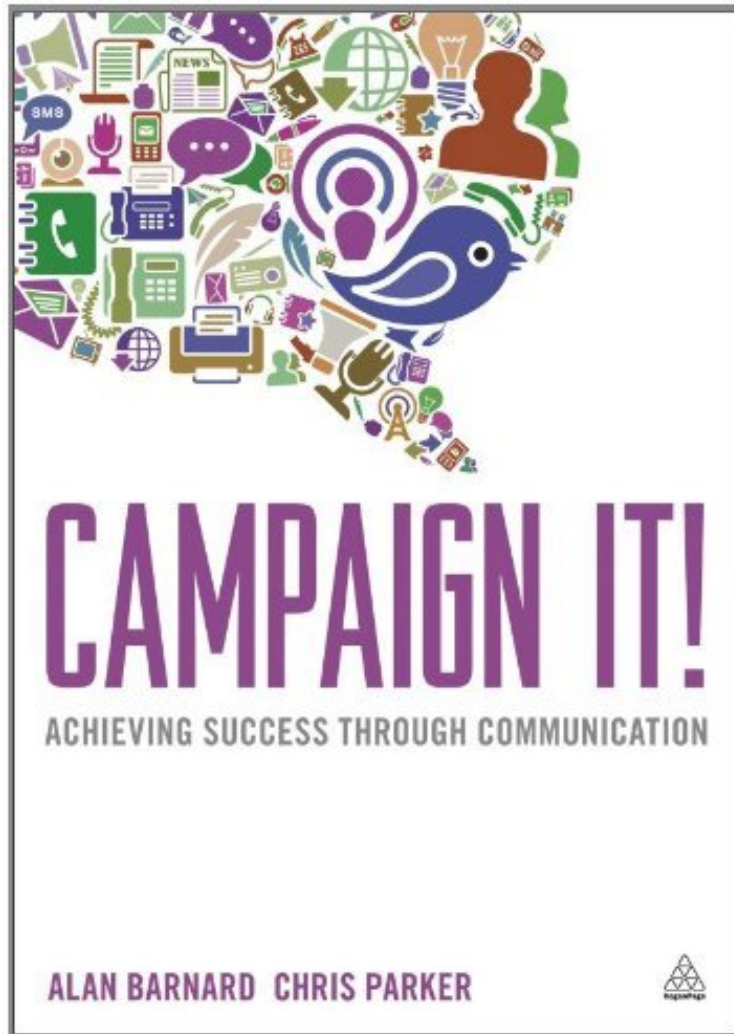


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# Campaign It!: Achieving Success Through Communication

*Alan Barnard, Chris Parker*

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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 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.

Managers, professionals and individuals who want to develop their communication skills in every business environment and across a range of marketing and public relations scenarios.