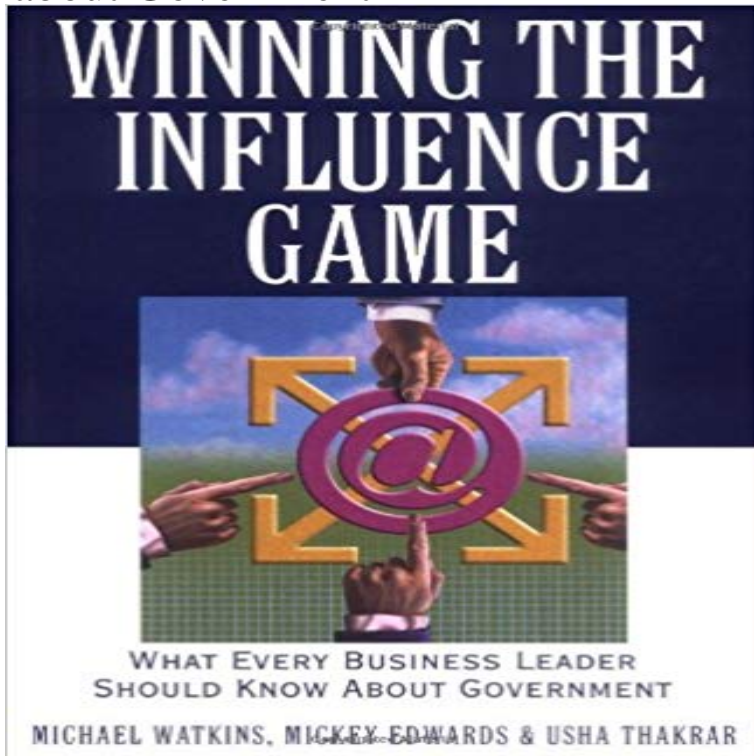


Winning the Influence Game: What Every Business Leader Should Know about Government



Play the game to win More and more CEOs are discovering that managing ones 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 companys 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

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