



How to Win Campaigns: Communications for Change

Chris Rose

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How to Win Campaigns is a practical guide for creating and running successful campaigns. Written for the new campaigner and the experienced communicator alike, it explores what works (and what doesn't) and shows how to use 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 key steps and tools provide models of motivation, analysis and communication structure.

This fully revised and updated second edition includes the following new features:

* Campaign Master Planner * Political Checklist * Motivational Values * Behaviour Change * Campaigning and the Climate Issue * Dealing With Disasters * Using Celebrities * Being Interesting * Brainstorming * Visual Narratives * A Strategy For Values, Behaviour, Politics and Opinion * Emergencies * Tame and Wicked Problems * How To Tell If You Are Winning * Plus all new case studies on - new media and the Obama campaign, the smoking ban, chemicals and health and greening Apple computers.



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