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"Understanding the imperatives of stakeholders and special interest groups in the public domain is of increasing importance to leaders in both business and politics. However, knowing how to influence these imperatives, and design communications to proactively affect change, is a well sought-after commodity. Public affairs professionals not only understand these dynamics, but constantly strive to ensure continuous improvement in the counsel they provide and in the results they deliver. As more and more people in business, government, NGO and not-for-profit sectors are seeking out the services of public affairs practitioners, this Handbook will help readers gain a better appreciation for strategies and tactics that comprise successful public affairs campaigns"

- **Chris Benedetti, President, Public Affairs Association of Canada**

*"The **Handbook** is a landmark development in the field of Public Affairs, bringing together in a single volume contributions from key academics and practitioners in the field. It offers a comprehensive overview of the field for the first time and is an essential reference book to underpin practice, teaching and research in the discipline"*

- **Professor Andrew Lock, Leeds University Business School**

*"The **Handbook of Public Affairs** is a comprehensive guide to best knowledge and practices in the field. Everyone – from business school deans to chief executive officers to seasoned public affairs executives – can find information in the Handbook of Public Affairs to help them achieve their reputation- and public policy-related goals"*

- **Douglas G. Pinkham, President, Public Affairs Council**

"For years, there has been a glaring lack of substantive academic literature to underpin the development of the public affairs profession. Throughout his distinguished career, Craig Fleisher has made a vast contribution to filling that void. In the Handbook of Public Affairs, Craig and his co-editor Phil Harris, have brought together the best minds in the field from around the globe to create a text that will surely support the development of new programs and new careers for the public affairs practitioners of tomorrow"

-Randall Pearce, General Manager Ipsos Mackay Public Affairs, Sydney

*"The **Handbook of Public Affairs** will be a valuable resource for the growing number of public affairs practitioners who seek to balance an appreciation of the global evolution of their profession with the 'hands-on' reality of applying core concepts and theories to their organisation's management practices"*

- Alexis Lindsay, Director, The Centre for Corporate Public Affairs (Australia)

Public Affairs and particularly government relations//lobbying, have evolved in recent years from a tactic adopted by organizations to amend occasional legislation to become a managerial strategy to achieve competitive advantage. At the fore-front of research and practice in Public Affairs, this Handbook draws upon the expertise of leading figures in the field to provide a comprehensive overview of a huge growth area in organisations' strategic thinking. Articles evoke pan-national experience and are organised into four sections to help readers navigate issues and draw comparisons.

Sections cover:

- investigation into the development and meaning of Public Affairs
- the management and practice of Public Affairs within organisations
- global case studies
- an overview of scholarly developments.

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Editorial Review

Review

...this book can be regarded as the current 'bible' in the field of corporate public affairs.

--Geoff Allen, Corporate Public Affairs, Australia

"Harris and Fleisher amassed an impressive array of authors from academia, business, nonprofit institutions, and government to compare practices in the nascent field of public affairs in the US, Canada, Europe, and Australia. . . . Chapters are organized around the global environment of public affairs and lobbying as uniquely practiced by broadcasters, manufacturers, community and environmental advocates, and political marketers in different countries. . . . Highly Recommended." (CHOICE *CHOICE* 2006-04-01)

About the Author

Dr. Phil Harris is the Executive Dean of the Faculty of Business, Enterprise and Life Long Learning and holder of the Westminster Chair of Marketing and Public Affairs at the University of Chester. He was previously Professor of Marketing at the University of Otago, Dunedin, New Zealand and was a past chair of the Department. He is a joint Founding Editor of the Journal of Public Affairs (SAGE), and a member of a number of international editorial and advisory boards. He has published extensively in the area of communications, lobbying, entrepreneurship, political marketing, public affairs, relationship marketing and international trade in many leading scholarly journals.

Dr. Craig S. Fleisher is the Dean and Professor of Management in the School of Business and Public Affairs at the College of Coastal Georgia, Brunswick, Georgia, USA, a member of the graduate MSc faculty at the Università della Svizzera italiana (CH), and Docent in the Dept. of Business Information Mgmt. at Tampere Univ. of Technology (FIN) . A nationally recognized MBA instructor in Canada, he is a former President of the a national Public Affairs association and the international association of Strategic and Competitive Intelligence Professionals (SCIP) - in which he has also been recognized as a Meritorious Award winner - the Association's highest international honor as well as a Fellow. He has performed advisory and consultancy assignments for many international groups including leading multinational corporations, government agencies and 4th-sector organizations. A popular presenter and keynote speaker, he has given talks on topics in public affairs, competitive strategy and performance management to a variety of groups in over 40 countries. His books, frequently translated into a variety of languages, are required reading in numerous international professional certification programs as well as leading business schools.

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