

How to Win Campaigns



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A comprehensive and systematic exploration of what works in campaigning for new campaigner in NGOs. A practical guide for using principles and strategy in campaigning as a new form of public politics

作者介绍:

Chris Rose is an environmental campaigner and communications consultant who has worked for Greenpeace, where he was a leader of the successful campaign that stopped the sinking of the Brent Spar oil platform in the north Atlantic, Friends of the Earth, WWF International and a host of other organizations.

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