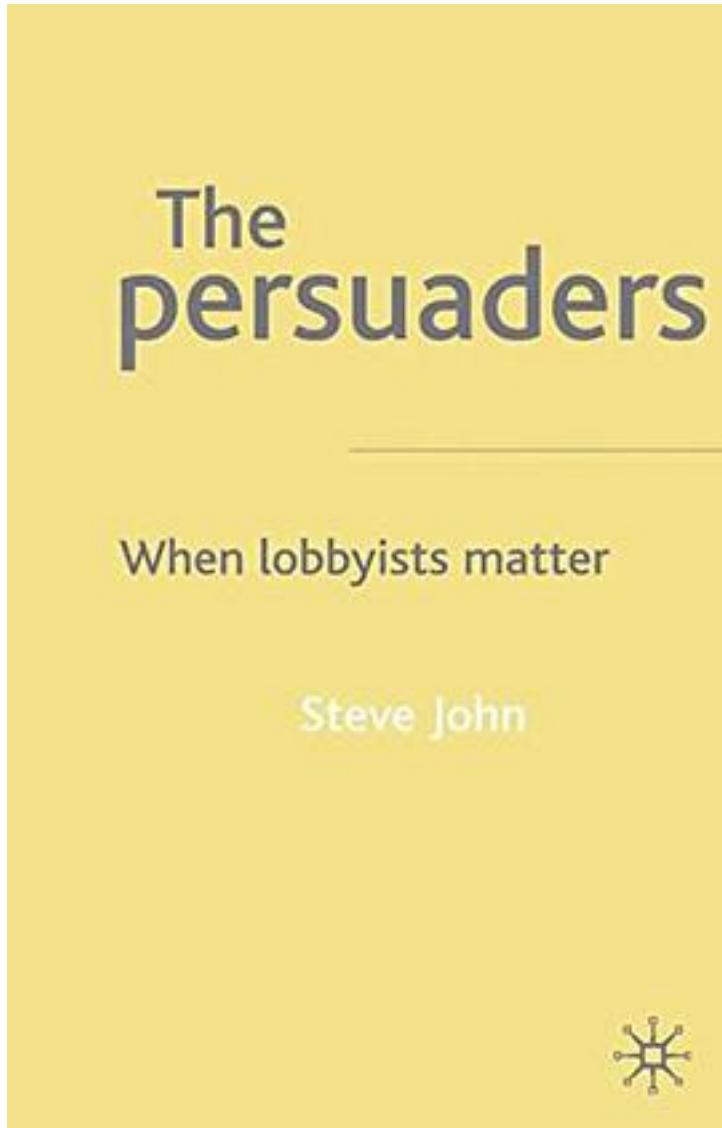


The Persuaders



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The impact of political lobbyists remains highly controversial. When do they matter? Steven John tells readers when lobbyists count and analyzes the relationship between lobbying, policy outcomes and the impact of external factors to reveal the professional lobbyist's limited effect on policy. On most policy issues lobbyists simply do not matter. However, on rare occasions lobbyists can make a difference and this book explains when they matter and why.

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