

Lobby School Suggested Readings

Negotiation

Paul M. Lisnek, *Winning the Mind Game Negotiating in Business and Life*, Meta Publications, Inc. (1996)

Leo Riley, *How to Outnegotiate Anyone (Even a Car Dealer)*, Adams Media Corp. (1993)

Chester L. Karrass, *"In Business As in Life – You Don't Get You Deserve, You Get What You Negotiate"* Stanford Street Press (1996) *The principles of negotiation discussed by Dr. Karrass transfer to legislative negotiation. However, unlike business buyer-seller reciprocal negotiation, legislative negotiation is much more "winner take all."*

Influence of Money in Politics

Larry Makinson, *Speaking Freely Washington Insiders Talk About Money in Politics*, Center for Responsive Politics (2003) *Many of the points about the impact of money at the federal level apply in full or in part at the state level.*

Ethics of Lobbying

Woodstock Theological Center, *The Ethics of Lobbying: Organized Interests, Political Power, and the Common Good* (2002) *The book is a well thought out presentation of how lobbying, lobbyists and the legislative process ought to be. Its applicability to "in the trenches" lobbyists is slight.*

Coalitions as Lobbying Forces

Kevin W. Hula, *Lobbying Together Interest Group Coalitions in Legislative Politics*, Georgetown University Press (1999) *The book seems targeted to academics. However, it contains several priceless quotes and insights from practitioners that practicing lobbyists will find useful.*

State Lobbying

Jay Michael and Dan Walters, *The Third House Lobbyists, Money and Power in Sacramento*, Berkley Public Policy Press (2001) *This is an extraordinary book about lobbying in California. The principles apply broadly to all legislatures.*

Alan Rosenthal, *The Third House Lobbyists and Lobbying in the States*, CQ Press (A Division of Congressional Quarterly Inc.) (2001) *Dr. Rosenthal's work gives useful insight into the minds and thinking of lobbyists*

Marcia Avner, *The Lobbying and Advocacy Handbook for Nonprofit Organizations*, Amherst Wilder Foundation (2002) *While Ms. Avner's book is targeted to nonprofit organizations, her planning tools, checklists, and "how to" guidance can apply to most lobbying campaigns.*

Christopher Z. Mooney and Barbara Van Dyke-Brown, *Lobbying Illinois How You Can Make a Difference in Public Policy*, University of Illinois at Springfield (2003)

Gary F. Moncrief, Peverill Squire, Malcolm R. Jewell, *Who Runs for the Legislature*, Prentice Hall (2001) *The text provides useful insights into the characteristics of the kind of people who run for public legislative office.*

Federal Lobbying

Jeffrey H. Birnbaum, *The Lobbyists How Influence Peddlers Work Their Way in Washington*, Times Books (Random House) (1993) *This text is mostly an expose of Washington, D.C. high money, big client, and high pressure powerful lobbying that few will or would ever want to experience.*

John L. Zorack, *The Lobbying Handbook ...a comprehensive lobbying guide*, Beacham Publishing (1990) *Time has little diminished the value of Zorack's book, especially as to philosophy in lobbying and as a guide for planning a lobbying campaign.*

Donald E. Dekieffer, *The Citizen's Guide to Lobbying Congress*, Chicago Review Press (1997) *The book is aimed at lobbying Congress. Its principles extrapolate to the large state level. However, the smaller the state being lobbied the less those principles transfer.*

European Lobbying

Connor McGrath, *Lobbying in Washington, London, and Brussels The Persuasive Communication of Political Issues*, The Edwin Mellen Press (2005) *The book is more suited to academics than to practitioners, but the insights into similarities and differences among lobbying venues are interesting.*

Agency Lobbying

Cornelius M. Kerwin, *Rulemaking How Government Agencies Write Law and Make Policy*, CQ Press (2003) *What the legislature giveth an executive agency can taketh away. And what the legislature would not give you an executive agency might. The book is a valuable foundation for understanding how agencies execute legislation (statutory law) into the laws that actually impact daily life (administrative law).*