



101 Ways to Win an Election

By Mark Pack, Edward Maxfield

Biteback Publishing. Paperback. Book Condition: new. BRAND NEW, 101 Ways to Win an Election, Mark Pack, Edward Maxfield, Ever wanted to get a better deal for your community? Ever watched politicians and thought 'I could do a better job'? This book reveals the secrets and skills you need to take the first step to power - getting elected. Written by two experienced political insiders, it is a breezy, accessible grass-roots guide to running an election campaign at any level. It draws on successful tactics from around the world and presents the lessons in a digestible format - a hundred short chapters that together will tell you 'How To Win an Election.' Among the many lessons you will learn along the way are why you must learn to hate trees; why a picture is NOT worth a 1,000 words; why you must always have more people than chairs; why the best form of advertising is also the very worst, and why communicating is like cooking.



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Reviews

Very beneficial to all of class of people. I am quite late in start reading this one, but better then never. You may like just how the writer create this publication.

-- **Audra Klocko PhD**

Thorough information! Its this type of great go through. It is amongst the most incredible publication i actually have read through. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Germaine Welch**