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and techniques from the perspective of those who are lobbied—the people who know what resonates and what falls upon deaf ears in congressional offices. A former longtime lobbyist himself, Levine has interviewed more than 40 current or former members of Congress, along with their staffers, to give a thorough review of the relevant academic

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literature and offer a behind-the-scenes perspective on what constitutes the art of lobbying.

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process to an effective conversation with a legislator or his/her staff

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Lobbying, any attempt by individuals or private interest groups to influence the decisions of government; in its original meaning it referred to efforts to influence the votes of legislators, generally in the lobby outside the

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politicians and pundits, lobbyists are the recipients of lampooning stump portrayals and sensationalized news coverage. Little attention is given to how most lobbyists simply do their job or become effective at what they do. Whether it's helping staff draft legislative language, providing members with quality policy and political information, or

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just being a good listener, lobbyists must build and maintain relationships.

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What Lobbyists Do

Lobbying is done by members of the group's or association's staff, a law or lobbying firm that specializes in representing clients before government, or both. In addition to lobbying, firms may offer such services as public relations,

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research, polling, direct-mail, and grassroots campaigns.

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