



The SAGE Handbook of
International Corporate
and Public Affairs



Edited by
Phil Harris and
Craig S. Fleisher



'This is the first Public Affairs book to cover all the major continents and give in-depth insights and guidance on business, government policy and international trade communication. It will make a substantial contribution to the development of dialogue between nations and businesses worldwide.'

Xiaoying Zhang, Professor of International Journalism and Communication, Beijing Foreign Studies University

'As our profession continues to evolve it is critical that lobbyists and public affairs professionals have all the information and tools at their disposal. This Handbook is one of those resources all professionals should have sitting on their desk – I know I do.'

Paul A. Miller, President, National Institute for Lobbying & Ethics, Washington, DC



'This Handbook provides essential reading and analysis for practitioners, potential clients and academics. It will help politicians, public officials and the media to better understand that corporate and public affairs are not black arts; but prudent tools of good governance for those determining or being affected by the decisions of government at every level.'

Lord Tom McNally, Chair of the Youth Justice Board and former Deputy Leader of the House of Lords

'An essential companion, offering a rich account of the development of the field as well as its applications. It will be welcomed by students of the subject for years to come.'

C. Michael Hall, Professor of Marketing, University of Canterbury, New Zealand

Phil Harris is Executive Director of the Business Research Institute at the University of Chester, UK.

Craig S. Fleisher is the Chief Learning Officer (CLO) at Aurora WDC, Madison, USA.

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C. Michael Hall, Professor of Marketing, University of Canterbury, New Zealand

In this increasingly important, but under-examined field, no other collection of material comes close to giving such a comprehensive view of the development of public affairs research, teaching and practice.

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Neil Collins, Emeritus Professor of Government, University College Cork, Ireland

Read this book and you will understand the forces that are impacting your organization and how to engage in the process in a thoughtful, results-oriented way.

Amy Showalter, The Showalter Group and Author of 'The Underdog Edge'

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John G Blair, Professor Emeritus of American Literature and Civilization, University of Geneva

A must-read publication for every globally-minded government relations and corporate affairs professional whether they're operating in London, Washington DC, Kenya or Korea.

Craig Hoy, Executive Director, PublicAffairsAsia

This is the book and guide on international Public Affairs that every businessman, politician and practitioner must have.

Henry Sun, International Director of Business Research Institute, University of Chester

Notes on the Editors and Contributors

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Prior to becoming an academic he held positions in the international chemical, foods and radio industries with ICI, RHM and Radio Luxembourg and has chaired or been a board member of the American Marketing Association, Academy of Marketing, and the Australian and New Zealand Marketing Academy. He has been a candidate for the UK and EU Parliaments and is a past chairman of the Liberal Party and advisor to a number of business and governmental organisations.

Phil is regarded internationally as one of the founders of research and theory development in political marketing and strategic public affairs management (lobbying). He has just completed two books: *The International Handbook of Corporate and Public Affairs* with Craig S. Fleisher for SAGE (2017) and *Lobbying in Europe: Public Affairs and the Lobbying Industry in 28 EU Countries* with Alberto Bitonti for Palgrave (2017). His current activities focus on China, entrepreneurship, family business, business competitiveness and global public affairs and management education. He holds visiting professorships in Beijing, Jiangsu, Wuhan and Xiamen.

Craig S. Fleisher is the Chief Learning Officer and Director of Professional Development at Aurora WDC, a 20+ year old professional services firm headquartered in Madison, Wisconsin, USA. Craig holds academic roles as a long-serving graduate faculty member in the Executive Master of Science in Communication Management (EMScM) at the Università della Svizzera italiana (USI) in Lugano, Switzerland and Professor (adj.) in Business Information Management, Faculty of Business, Tampere University of Technology, Finland. He was previously President of the Canadian Council for Public Affairs Advancement and served as a board member of the Center for Public Affairs Management (Washington, DC), European Center for Public Affairs, Public Affairs Association of Canada, and George Washington University Graduate School of Political Management. He is the Regional Editor for the Americas of the *Journal of Public Affairs*.

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Geoff Allen has been a Civil Servant and Senior Advisor to the Australian Treasurer and Leader of the Opposition. He was co-founder, architect and foundation CEO of the Business Council of Australia. He has chaired a number of Australian Government advisory councils including its Trade Development Council, Trade Negotiations Advisory Group, and is currently Chairman of The Australian Statistics Advisory Council. He was a member of the Australian Government's Foreign Affairs Council and Prime Minister's Business-Community Partnership. He was National Chairman of the Committee for Economic Development of Australia and Director of a number of public companies. He was founder of Australia's largest independent public policy and economics consultancy and The Australian Centre for Corporate Public Affairs.

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His main areas of research include emotions in television advertising, emotional responses in marketing and strategy generally, communications, personal branding, and political and non-profit marketing.

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Simon Levitt is a Founder and Partner of Harwood Levitt Consulting, a Public Affairs strategy consultancy in Brussels. Simon has designed global and European Public Affairs strategies for the world's leading companies in the healthcare, FMCG, and food/drink sectors. He also works with foundations, and other civil society organisations on environment and development issues. Simon trains senior management on how to integrate Public Affairs effectively into their organisations, and his experience spans New York, London, and Brussels. He has lectured on Public Affairs and business strategy at Solvay Business School and United Business Institutes in Brussels since 2013 and has over 15 years of experience of the Brussels lobbying environment. Simon holds a degree in Classics from Oxford University.

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Amy D. Meli serves as Senior Vice President for Grassroots Consulting at Aristotle. In this role, Amy helps her clients achieve their public affairs goals by building durable and effective grassroots programs. Over the past 14 years, Amy has managed grassroots programs for Fortune 500 companies, nonprofit groups, and other organizations; established and managed third party coalitions; and advised clients on the effective use of software in accomplishing their public affairs goals. Prior to her work at Aristotle, Amy worked on Capitol Hill for then-Congressman Richard Burr and the House Energy and Commerce Committee. Amy holds a BA from Virginia Tech in Political Science and Communication Studies, and a graduate degree in Political Management from The George Washington University Graduate School of Political Management, where she is currently an adjunct professor teaching Grassroots Politics.

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