

Bibliography

Although advocacy & campaigning is often seen as a specialist discipline, being effective requires an understanding of a broad range of other disciplines. These include politics, individual & social psychology, marketing, lobbying & negotiation, information technology, project planning & management, networking & alliance building, and above all communications.

The books listed below are a selection that I have found useful. I don't necessarily agree with everything that they say and I encourage you to make up your own mind after reading them, but they are still valuable in providing an insight into some of these different disciplines. Some are very accessible in their style while others are heavier and go into more detail.

If you are mainly working in international development and advocacy, then you should probably start with *A New Weave* or *Advocacy for Social Justice*, as these provide an accessible overview of advocacy planning and implementation. *The Good Campaigns Guide* provides a clear approach to planning campaigning and advocacy, and its related publication *Is your Campaign Making a Difference?* is probably the best book around on the monitoring and evaluation of advocacy and campaigning.

All campaigners should read *The Tipping Point*, which is very easy to read and is full of useful insights. Going into more depth and with more supporting evidence but just as easy to read is *Influence – The Psychology of Persuasion* and its shorter cousin *Yes!* The planning of campaign communications is very well covered in *How to win campaigns*.

The books:

A New Weave of Power, People & Politics: The Action Guide for Advocacy and Citizen Participation

Written by Lisa VeneKlasen with Valerie Miller, published by World Neighbours, Oklahoma USA.

Advocacy & Citizen Participation (PLA Notes 43) IIED (International Institute for Environment & Development), London. Advocacy for Social Justice: A global action & reflection guide

Written by Oxfam America and the Advocacy Institute, published by the Kumarian Press (USA), distributed in the UK by Oxfam Publications

Critical Mass

Phillip Ball, published by Arrow Books

Finding Out Fast: Investigative skills for policy & development

Edited by Alan Thomas, Joanna Chataway & Marc Wuyts, published by Sage Publications

How to Lobby at Intergovernmental Meetings

Felix Dodds with Michael Strauss, Earthscan, London

How to Win Campaigns – 100 steps to success

Chris Rose, published by Earthscan, London

Influence – The Psychology of Persuasion

Robert B Cialdini

Is your campaign making a difference?

Jim Coe & Ruth Mayne, published by NCVO Publications, London

Lend me your ears

Max Atkinson, published by Vermillion

Monitoring & evaluating advocacy: a scoping study

Jennifer Chapman and Amboka Wameyo, **Action Aid, January 2001**

Networking for Development

Paul Starkey, IFRTD – International Forum for Rural Transport & Development

Speechmaking and presentation made easy

Max Atkinson, published by Vermillion

The Advocacy Source Book

Institute for Development Research, Boston USA

The Good Campaigns Guide – Campaigning for Impact

By Tess Kingham & Jim Coe, published by NCVO Publications, London

The Campaigning Handbook (2nd Edition)

By Mark Lattimer, published by Directory of Social Change, London

The Political Brain

Drew Weston, published by Public Affairs

The Politics of Nonviolent Action, Part 2: The Methods of Nonviolent Action

Gene Sharp, Extending Horizon Books

The Tipping Point

Malcolm Gladwell, published by Abacus

Pedagogy of the Oppressed

Paulo Freire, English translation published by Penguin

Rules for Radicals – a pragmatic primer for realistic radicals

Saul D Alinsky, published by Vintage Books, New York

Yes! 50 secrets from the science of persuasion

Goldstein, Martin & Cialdini, published by Profile Books