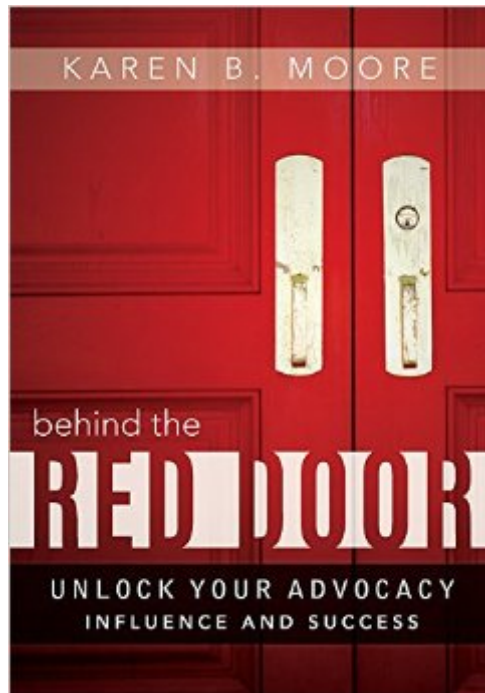


The book was found

# Behind The Red Door: Unlock Your Advocacy Influence And Success



## Synopsis

Unlock Your Influence and SuccessEye-catching, bold, and welcoming: a red door is allof these things. But is your organization reflective ofsuch traits? Karen Moore, founder and CEO of MooreCommunications Group, is redefining advocacy andcan help you influence public policy, drive your businessobjectives, and foster engagement in your brand equity.In behind the RED DOOR , Karen Moore provides you withthe knowledge and tools to:understand the value of advocacy engagement foryour organizationbuild your organizationâ™s advocacy planmobilize advocates for successset advocacy goals and subsequently measure theirsuccesenhance your brand equity and viability throughadvocacy effortsRegardless of the goals within your organization, advocacyis the key to unlocking your success. So turn the first page. . . open the red door!

## Book Information

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## Customer Reviews

Behind the Red Door: Unlock Your Advocacy Influence and Success is an excellent read for anyone who wants to run a successful organization. In particular it helps one understand why advocacy is such a vital tool.In this book Moore employs Feng Shui, a Chinese ancient philosophy now used religiously by many business leaders, in her approach. The red door allows chi (energy or spirit) to enter the house (or the business). Then the author walks readers through an analysis of advocacy, including building an advocacy-plan framework, to create and develop a brand, build and mobilize internal and external stakeholders, use social media, deal with crisis communications, and finally, to measure results.I highly recommend Behind the Red Door.

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