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978-0-521-83817-7 - Total Lobbying: What Lobbyists Want (and How They Try to Get It)

Anthony J. Nownes

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## TOTAL LOBBYING

This book offers a scholarly yet accessible overview of the role of lobbying in American politics. It draws upon extant research as well as original data gathered from interviews with numerous lobbyists across the United States. It describes how lobbyists do their work within all branches of government, at the national, state, and local levels. It thus offers a substantially broader view of lobbying than is available in much of the research literature. Although tailored for students taking courses on interest group politics, *Total Lobbying* offers an indispensable survey of the field for scholars and others concerned with this important facet of American politics.

Anthony J. Nownes is an associate professor of political science at the University of Tennessee, Knoxville, where he has taught since 1994. His research on interest groups has appeared in a number of outlets including the *British Journal of Political Science*, the *Journal of Politics*, and *American Politics Research*. His first book, *Pressure and Power: Organized Interests in American Politics*, was published in 2001.

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(AND HOW THEY TRY TO GET IT)

**Anthony J. Nownes**

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## Preface

This book is about lobbying in the United States. What separates it from most books on lobbying is its broad focus. As you will see, the book examines two types of lobbying – land use lobbying and procurement lobbying – that are seldom mentioned, much less studied, by scholars of lobbying and lobbyists. Of course, the book also takes an extensive look at public policy lobbying – the type of lobbying that *is* the focus of most studies of lobbying and lobbyists. This book is also unique in that it uses the words of actual lobbyists to illuminate the process of lobbying.

As much as possible, in the pages that follow I attempt to eschew jargon and make the book accessible to a broad audience of undergraduates and graduate students studying lobbying and/or interest groups in the United States, as well as interested laypeople. My hope is that by the time you are finished reading this book, you will have a thorough understanding of who lobbyists are, where they operate, what they want, what they do, and how influential they are.

Before moving on, I must acknowledge my debts to the many people who have helped make this book a reality. First, I would like to thank Ed Parsons, the magnificent editor who shepherded this book through the writing and production process. Ed's instincts are excellent, and his patience seems to know no bounds. Second, I would like to thank Rogan Kersh, who introduced me to Ed. Professor Kersh is a fine scholar (whose work provided inspiration for much of this book) and a good man, and I appreciate his graciousness and magnanimity. Third, I would like to thank my academic gurus, Allan J. Cigler and Paul E. Johnson. It is not in jest that I refer to Dr. Cigler as my "faculty dad." As for Professor Johnson, both personally and professionally he has proven to be a fine lodestar over the years. Fourth, I would like to thank my wife, Elsa, who listened

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far more than should have been required to stories about zoning variances, government procurement practices, and the pitfalls of elite interviewing as a research method.

Intellectually, I owe debts to literally dozens of people, including the following: Robert M. Alexander, Jeffrey Berejikian, Regis F. Boyle, Clint Cantrell, William K. “Bubba” Cheek, Christopher Cooper, David Elkins, R. Kenneth Godwin, David J. Houston, Frankie Sue Howerton, Jeffrey G. Johnson, Debra P. McCauley, Emil Nagengast, Gregory Neddenriep, Lilliard Richardson, Bryan Schmiedeler, and Marc Schwerdt. Finally, for inspiration, I would like to thank Jason Falkner, Roger Joseph Manning, Jr., and Luke Steele.