



# Campaign It!: Achieving Success Through Communication

*Alan Barnard, Chris Parker*

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Campaign It! provides a new definition and understanding of what makes a cause. It explains why, in our modern society, a communications campaign is the most powerful way to achieve success. And it demonstrates how it is possible to create and apply an irresistible communications campaign to any aspect of our professional and personal lives. Whatever the situation, we always need to influence others if we are to achieve our goals. Campaign It! can help you do that. It's written by leading professionals who demonstrate that communications can be created in such a way that the message becomes powerful and compelling. At the heart of every successful campaign is a cause that motivates and drives a desire to succeed. With such a cause anyone can apply the Campaign It! model to devise a communications campaign to create success.

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