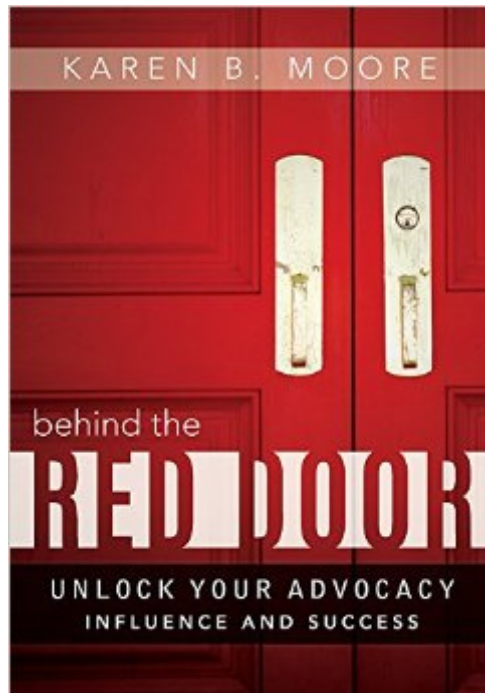


The book was found

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



## Synopsis

Unlock Your Influence and Success Eye-catching, bold, and welcoming: a red door is all of these things. But is your organization reflective of such traits? Karen Moore, founder and CEO of Moore Communications Group, is redefining advocacy and can help you influence public policy, drive your business objectives, and foster engagement in your brand equity. In *Behind the Red Door*, Karen Moore provides you with the knowledge and tools to: understand the value of advocacy engagement for your organization, build your organization's advocacy plan, mobilize advocates for success, set advocacy goals and subsequently measure their success, enhance your brand equity and viability through advocacy efforts. Regardless of the goals within your organization, advocacy is 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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