



## Business Strategy for an Era of Political Change

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By Charles S. Mack

Praeger. Hardcover. Condition: New. 280 pages. Dimensions: 9.2in. x 6.2in. x 1.1in. Americas political party system is dying, Mack says, and it is being replaced by major interest groups that are using their vast grassroots networks and financial resources to take over the parties traditional functions. These interests include advocacy organizations for labor, the environment, minorities, and other causes often competitive with business interests. Mack lays out specific actions business organizations need to undertake if they are to compete in the politics and lobbying of the future. He analyzes the factors that will change American society and the business-government relationship over the next quarter-century, and that are bringing about the demise of political parties. Campaign finance restrictions are only one of these factors, he says, but they may be the final blow to the parties last remaining asset, their ability to raise large amounts of money. To affect the outcomes of future elections and legislative issues, corporations and business associations must go beyond merely financing political campaigns. They need to become more deeply involved in grassroots politics and to be more effective in influencing public opinion on issues and candidates. The most important of the specific steps the book recommends is...

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