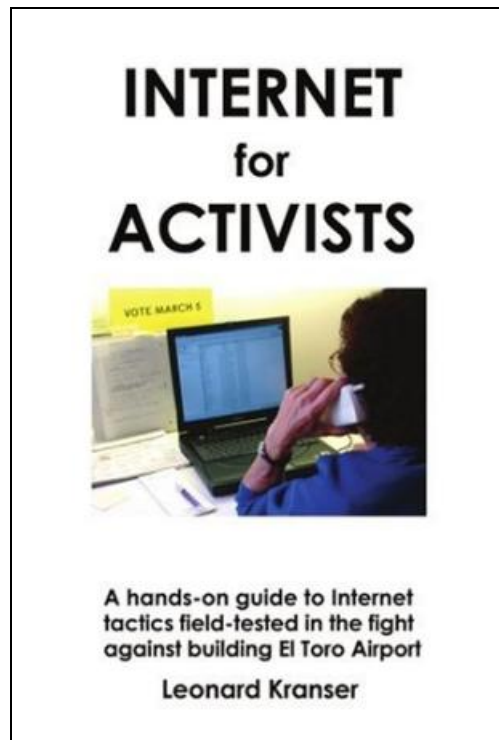


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iUniverse. Paperback. Condition: New. 210 pages. Dimensions: 8.9in. x 6.1in. x 0.5in. Internet for Activists is a how-to-do-it guide to using websites and e-mail in grass roots politics. Leonard Kransers unique book blends essential technical knowledge with lots of political and media savvy. The result is a practical handbook in laymans language for those who are not computer experts. It is easy reading, filled with interesting real-world examples. Kranser shares what he learned field-testing Internet tactics in a successful six-year campaign to rally public opposition to his county governments multi-billion dollar El Toro airport plan. He writes for those who may need to carry on similar efforts with hard work, clever tactics, and a miniscule budget. In the words of one reviewer who closely followed the battle, this is a hands-on guide to campaign tools that can be accessed by ordinary citizens to achieve goals of breathtaking scale. Kransers El Toro Info website won an Award of Excellence for Internet and On Line Marketing from the Public Relations Society of America. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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