



# **The Influence Agenda: A Systematic Approach to Aligning Stakeholders in Times of Change**

*M. Clayton*

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# The Influence Agenda: A Systematic Approach to Aligning Stakeholders in Times of Change

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This book sets out a systematic way to understand who you need to influence, how to evaluate the priority you give to each person, what tactics will work the best, and how to plan and execute your campaign. It provides powerful tools and processes which use the psychology of influence and grounds them in experience of managing projects and change.

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