



Contents

- 1** The Politics of Ideas, 1
- 2** Communicate Your Idea with Impact, 22
- 3** Frame Your Message, 44
- 4** Build Your Reputation, Create a Brand, 65
- 5** Form Alliances, 89
- 6** Your Idea Is Only as Good as Its Story, 119
- 7** Who's Making the Decision? 139
- 8** Network! 167
- 9** Timing Is Everything, 188
- 10** Create Persuasive Messages, 219
- 11** Make the Idea Matter, 241

CONTENTS

12 Make a Memorable Case, 264

13 Demonstrate Confidence, 287

14 Steer Meetings Your Way, 303

Notes, 329

Index, 369