

# Informing The People A Public Affairs Handbook

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USING A TEMPLATE

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Privatizing Public Services | Prisons and Schools - Privatizing Public Services | Prisons and Schools by Knowing Better 951,665 views 5 years ago 25 minutes - Privatization is supposed to lower costs, improve efficiency, and improve quality. Does that line of thinking work in **public**, services?

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War on Drugs

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Betsy DeVos

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Intro

I. The Game

II. The Law of Prosperity

III. The Power of the Word

IV. The Law of Nonresistance

V. The Law of Karma and The Law of Forgiveness

VI. Casting the Burden / Impressing the Subconscious

VII. Love

VIII. Intuition or Guidance

IX. Perfect Self-Expression or The Divine Design

X. Denials and Affirmations

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Intro

How Many Guys Experience Fear

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Awareness

audacity

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PUBLIC RELATIONS MANAGER CAREER | What to Know Before Choosing this Career!! - PUBLIC RELATIONS MANAGER CAREER | What to Know Before Choosing this Career!! by Hashtag Career Goals 22,638 views 3 years ago 29 minutes - In this video I will be sharing with you the research that I did on the Career as a **Public Relations**, manager. I will be sharing ...

Intro

Description of the field

Industry profile

Entry qualifications

Your interests

Lifestyle

Location

Career Paths

Salaries

Skills needed

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Introduction to HR Tricks

Trick 1 - Open Door Policy

Trick 2 - Workplace Investigations

Trick 3 - HR Reps Lie All The Time

Branigan's Contact Information

Trick 4 - Arbitration

Conclusion, Contact Information, & Disclaimer

It's Not Manipulation, It's Strategic Communication | Keisha Brewer | TEDxGeorgetown - It's Not

Manipulation, It's Strategic Communication | Keisha Brewer | TEDxGeorgetown by TEDx Talks

1,232,242 views 4 years ago 10 minutes, 57 seconds - CEO of PR Alliance, LLC, an entertainment and **public relations**, agency. This talk was given at a TEDx event using the TED ...

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Identify the Goal

Understand Your Audience

Communicate The Value

Express The Need

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Prologue

chapter 1-survivorship bias

chapter 2-swimmer's body illusion

chapter 3-clustering illusion

chapter 4-social proof

chapter 5-sunk cost fallacy

chapter 6-reciprocity

chapter 7-confirmation bias 1

chapter 8-murder your darlings -confirmation bias 2

chapter 9-authority bias

chapter 10-contrast effect

chapter 11-availability bias

chapter 12-it will get worse before better fallacy

chapter 13-story bias

chapter 14-hindsight bias

chapter 15-overconfidence effect

chapter 16-showfer (chauffeur) knowledge

chapter 17-illusion of control

chapter 18-incentive super response tendency

chapter 19-regression to mean fallacy

chapter 20-outcome bias

chapter 21-paradox choice/ less is more

chapter 22-likings bias

chapter 23-endowment effect

chapter 24-coincidence

chapter 25-group think

chapter 26-neglect of probability

chapter 27-scarcity error

chapter 28-base rate neglect

chapter 29- gambler's fallacy

chapter 30- anchor

chapter 31- induction

chapter 32- loss aversion

chapter 33- social loafing

chapter 34- exponential growth

chapter 35- winner's curse

chapter 36-fundamental attribution error



chapter 37-false causality  
chapter 38-halo effect  
chapter 39-alternative paths  
chapter 40-forecast illusion  
chapter 41-conjunction fallacy  
chapter 42-framing  
chapter 43-action bias  
chapter 44-omission bias  
chapter 46-hedonic treadmill  
chapter 47-self selection bias  
chapter 48-association bias  
chapter 49-beginner's  
chapter 50-cognitive dissonance  
chapter 51-hyperbolic discounting (instant gratification)  
chapter 52-justification  
chapter 53-decision fatigue  
chapter 54-contagion bias  
chapter 55-problem with averages  
chapter 56-motivation crowding  
chapter 57-twaddle tendency  
chapter 58-Will Roger's phenomenon/stage migration  
chapter 59-information bias  
chapter 60-effort justification  
chapter 61-law of small numbers  
chapter 62-expectations  
chapter 63- simple logic  
chapter 64- Forer effect  
chapter 65- volunteer's folly  
chapter 66- affect heuristic  
chapter 67-introspection illusion  
chapter 68- inability to close doors  
chapter 69- neo mania  
chapter 70- sleeper effect  
chapter 71- alternative blindness  
chapter 72- social comparison bias  
chapter 73- primacy and recency effect  
chapter 74- not invented here syndrome  
chapter 75- black swan  
chapter 76- Domaine dependence  
chapter 77- false consensus effect  
chapter 78- falsification of history  
chapter 79- in-group out-group bias  
chapter 80- ambiguity aversion  
chapter 81- default effect  
chapter 82- fear of regret  
chapter 83- salience effect  
chapter 84- house-money effect  
chapter 85- procrastination  
chapter 86- envy  
chapter 87- personification  
chapter 88- illusion of attention  
chapter 89- strategic misrepresentation  
chapter 90- overthinking  
chapter 91- planning fallacy  
chapter 92- deformation professionelle  
chapter 93- Zeigarnic effect  
chapter 94- illusion of skill  
chapter 95- feature-positive effect  
chapter 96- cherry picking

chapter 97- fallacy of the single cause

chapter 98- intention to treat error

chapter 99- news illusion

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Introduction

Agenda

Authors team

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The European Commission

The European Parliament

Public Affairs in the EU

EU Public Affairs Methodology

Question Answer Session

Brexit

Member States

Measuring influence

Brexit negotiations

How to influence EU policy

What the Commission is doing

European Parliament composition

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Federal Meet n Greet

Expectations for the course

Grade Breakdown

Class Assignments

Weekly Write-ups

Common Mistakes

My advice

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Questions and Answers

Meeting Notes

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