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Nota di contenuto	chapter 1 Introduction / Gregor Gall -- chapter 2 Organizing the unorganized: union recruitment strategies in American transnationals, c. 1945-1977 -- Union recruitment strategies in American transnationals, / c. 1945-1977 Bill Knox and Alan McKinlay -- chapter 3 Organizing in the offshore oil and gas industry in Britain, c. 1972-1990 -- A long burning flame or a spark that has gone out? / Gregor Gall -- chapter 4 Trade union recruitment policy in Britain -- Form and effects / Edmund Heery -- chapter 5 Employer opposition to union recognition / Gregor Gall -- chapter 6 Union organizing in a not-for-profit organization / Melanie Simms -- chapter 7 Organizing in electronics: recruitment, recognition and representation shadow shop stewards in Scotland's Silicon Glen -- Recruitment, recognition and representation shadow shop stewards in Scotland's Silicon Glen / Patricia Findlay -- chapter 8 Organizing in transport and travel -- Learning lessons from TSSA's Seacat campaign / Jane Wills -- chapter 9 Call center organizing in adversity -- From Excell to Vertex / Phil Taylor -- chapter 10 Comparisons and prospects -- Industrial relations and trade unions in North America and Britain / Brian Towers --

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