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Titolo	Worth fighting for [[electronic resource]] : inside the Your Rights at Work campaign / / Kathie Muir
Pubbl/distr/stampa	Sydney, NSW, : UNSW Press, 2008
ISBN	1-74223-073-3
Descrizione fisica	1 online resource (255 p.)
Disciplina	331.0994
Soggetti	Industrial relations - Australia - 21st century Labor laws and legislation - Australia - 21st century Political campaigns - Australia - Psychological aspects Emotions - Political aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 231-233) and index.
Nota di contenuto	Contents; preface and acknowledgments; abbreviations; prologue; The context of the challenge to the unions; The rise of media-driven politics; Meeting the communication challenge; Mobilising to win; Campaigning on the other side: selling Work Choices; Staying on message despite the differences; Doing politics differently; epilogue; notes; bibliography; index
Sommario/riassunto	This book tells the story of the ACTU's 'Your Rights at Work' campaign against Work Choices, the largest, most expensive and most sophisticated political campaign ever mounted in Australia, and one with a decisive impact on the 2007 federal election.