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Nota di bibliografia	Includes bibliographical references (p. 179-189) and index.
Nota di contenuto	Introduction : "Workers of the world, read!" -- "The workingman's bible" and the making of American socialism -- Charles H. Kerr & Company and the Americanization of Marxian socialism -- Activist readers and American socialists' print culture of dissent -- How the Socialist Party created a print culture of dissent without a party-owned press -- Information management and the Socialist Party's Information Department and Research Bureau -- Annotations on the failure of socialism in America -- Conclusion : What a book cannot do.
Sommario/riassunto	For socialists at the turn of the last century, reading was a radical act. This interdisciplinary study looks at how American socialists used literacy in the struggle against capitalism. The early presidential campaigns of Eugene V Debs - leader of the Socialist Party - produced a concerted effort to develop a socialist literature specifically for an American readership. There followed a rapid growth in printed material which helped the movement in its rise to prominence, however, Martinek contends that this over-reliance on the printed word was also

to be instrumental in its subsequent downfall.
