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Nota di contenuto	About the author; List of Figures; 2.1 The eight stages of social movements; 3.1 Timelines map; 3.2 Integrated strategy map; 4.1 The Murdoch Rag; 4.2 Campaign questions grid; 4.3 Overall objectives and immediate goals; 4.4 Overall objectives and immediate goals (SOF); 4.5 Corpvale strategic plan; 4.6 Full strategic plan; 4.7 Generic strategic plan; 4.8 Power-holder map; 4.9 Corpvale research planning grid; 4.10 Friends and foes map; 4.11 Generic friends and foes map; 4.12 Timelines map; 5.1 The strategic research cycle; 5.2 Plan your presentation; 5.3 The format for a media release. 5.4 Example of a press release 6.1 Some national models; 6.2 A presidential system; 6.3 The Westminster system; 6.4 Changing the law and influencing government policy; 7.1 The feedback loop of effective corporate campaigning; 9.1 Sample e-mail alert; 9.2 A simple phone pyramid; 9.3 Example of campaign plan with digital media tools/tactics included; 11.1 Conflict map; 12.1 The making of a lifelong activist; 12.2 Strategic interaction of formal and less formal campaign groups; 12.3 Affinity group decision-making; Introduction: cycles within cycles; Acknowledgements.

One. Activism, advocacy and the practice of democracy
Introduction; 1.0 Democracy 24/7; 1.1 I disagree with your argument but I support your right to make it; 1.2 Public interest campaigns; 2.0 Life in a liberalist society; 2.1 Liberalism and democracy ... not the same thing; 3.0 Public interest versus vested interest; 3.1 Conflicting public interest perspectives; 3.2 Is my issue a public interest issue?; 3.3 Public interest campaigning in the courts; 3.4 Other ways in which the public interest/ vested interest distinction is important; 4.0 The practice of democracy.

4.1 The right to break the law
4.2 State power and corporate bureaucracy; Conclusion; Two. Building successful social movements; Introduction; 1.0 What is a social movement?; 1.1 Non-violence as a core value; 1.2 Minimum necessary damage to property; 1.3 Adopting a structure that reflects your values; 1.4 Egalitarian structures; 2.0 Believing in the power of social movements; 2.1 Requirements for success of a social movement; 2.2 Eight stages of a social movement; Figure 2.1 The eight stages of social movements; 2.3 The possibility of re-emergent stages; Conclusion.

Three. Strategy: the art of activism
Introduction; 1.0 Public interest strategy; 1.1 Alignment with strategic focus; 1.2 Articulation of the public interest; 2.0 Planning for flexibility: plan for the unexpected; 2.1 Anticipating backlash; 2.2 Anticipating internal organizational instability; 2.3 Anticipating disruptive events and developments; 3.0 Timelines and persistence; 3.1 Using a campaign calendar; Figure 3.1 Timelines map; 3.2 Picking your moment; 3.3 Plan your campaign in stages; 3.4 Persistence is its own reward; 3.5 Valuing acquired campaign experience.

Sommario/riassunto

The Activists' Handbook is a powerful guide to social change activism and an essential resource for anyone ready to make a difference. Environmental activist Aidan Ricketts offers a step-by-step guide to starting up or getting involved in grassroots movements. Providing all the essential practical tools, methods and strategies needed for a successful campaign and extensively discussing legal and ethical issues, The Activists' Handbook empowers its readers to effectively promote their cause.
