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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 --

chapter 11 Union organizing in the United States / Jack Fiorito --
chapter 12 Union recognition in Germany -- A dual system of industrial
relations with two recognition problems / Otto Jacobi -- chapter 13
Conclusion -- Drawing up a balance sheet / Gregor Gall.

Sommario/riassunto

After many years of indifferent decline, trade union membership is now being revitalized; strategies known as 'union organizing' are being used to recruit and re-energize unions around the globe. This book considers exactly how trade unions are working to do this and provides a much-needed evaluation of these rebuilding strategies. By comparing historical and contemporary case studies to assess the impact of various organizing campaigns, this book assesses the progress of unions across Europe and America. It raises key debates about the organizing culture and considers the impact of recent union recognition laws on employers and the government's Fairness at Work policy. A topical and in-depth study into the experiences of trade unions across Europe and America, this is a comprehensive and thought provoking book which is essential reading for those in the industrial relations field.
