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Nota di contenuto	Frontmatter -- Contents -- Figures -- Acknowledgments -- Introduction: Observing Greenpeace through the Systems-theoretic Lens -- Chapter 1 Antecedents: Greenpeace, Norway and Whales before the Greenpeace Whale Campaign in Norway -- Chapter 2 'Greenpeace Should Be a People Persuader and Stand United Internationally' Greenpeace in Sweden and Denmark -- Chapter 3 'Campaigning Against Each Other' Greenpeace Norway -- Chapter 4 'Fuck Greenpeace, but Save the Whales' Greenpeace Campaigning in Norway in 1998–1999 -- Chapter 5 'From Direct Actions to Dialogue' Greenpeace Campaigning in Norway from 2000 Onwards -- Conclusion: Fuck Greenpeace, but Save the World -- Appendix: Some Additional Systems-theoretic Explanations -- Bibliography -- Index
Sommario/riassunto	In the popular imagination, no issue has been more closely linked with the environmental group Greenpeace than whaling. Opposition to commercial whaling has inspired many of the organization's most dramatic and high-profile "direct actions"—as well as some of its most notable failures. This book provides an inside look at one such instance: Greenpeace's decades-long campaign against the Norwegian whaling industry. Combining historical narrative with systems-theory analysis, author Juliane Riese shows how the organization's self-presentation as a David pitted against whale-butcherer Goliaths was

turned on its head. She recounts how opponents successfully discredited the campaign while Greenpeace struggled with internal disagreements and other organizational challenges, providing valuable lessons for other protest movements.

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