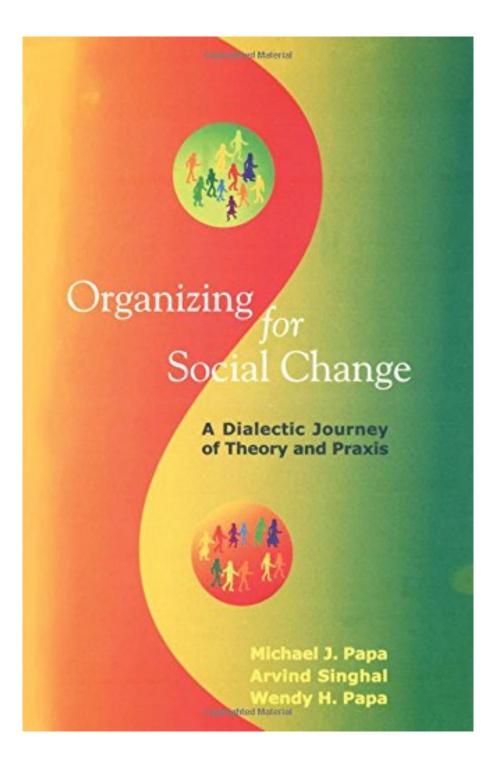


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`The body of work this book represents is clearly important both theoretically and in terms of encouraging scholars and practitioners in continuing efforts of large-scale change and social justice. The cases considered are fascinating, and the authors' analyses of them are enlightening' - Katherine Miller

Professor, Department of Communication, Texas A&M University

`In Organizing for Social Change, one rediscovers the value of dialectics within a theoretically complex story of empowerment and transformation that is told in a very personal tone with careful attention to detail' - Patrice M Buzzanell, Professor, Department of Communication, Purdue University

Scholars and practitioners will find this book theoretically sound, methodologically rigorous, and rich with poignant narratives. The book models engaged scholarship; it is truly refreshing to encounter scholarship that matters to various stakeholders, academic and otherwise' - Lynn M. Harter

Assistant Professor, School of Communication Studies, Ohio University

Conventionally, analysts of social change perceive organizational initiatives in binary terms: for instance, projects are seen as being either top-down or bottom-up; local culture is seen as being either modern or traditional. Challenging this restrictive dualistic sentiment, this important book argues that social change emerges in a nonlinear, circuitous and dialectic process of struggle between competing poles of action. In support of their approach, the authors:

- identify four dialectic tensions as being central to the process of organizing for social change: control and emancipation, oppression and empowerment, dissemination and dialogue, and fragmentation and unity;

- argue for a dialectic approach which acknowledges that contradictory tensions can and do co-exist (for example, a project can control beneficiaries with tough conditionalities even as it emancipates them through economic empowerment); and

- draw upon cases set in various contexts-social justice, academic, corporate, artistic, and others-from both developing and developed countries.

The authors elaborate their thesis by examining four cases in depth: the Grameen Bank in Bangladesh; the dairy cooperatives of India's National Dairy Development Board; entertainment-education broadcasts and

on-the-ground community organizing in Indian villages; and community suppers in Appalachia (USA).

Combining quality scholarship with a very interesting writing style, drawning from everyday life and its new insights into the processes of social change, this absorbing book is an essential text for scholars and practitioners of communication, social work, gender studies and social change.

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College book prices make me sad.

By Kendra Patocki

This was required for one of my classes along with "Diffusion of Innovations" as another reviewer stated. The information is insightful, informative, and easy to read (odd for a college class!). The stories were interesting, and it's clear the author(s) are very passionate about the subject...but so are a lot of authors who write informative, insightful, life-changing books! It's commonly used in a college setting so the price is inflated at least five-fold. It loses a star for me because of that. Otherwise, a great, important collection of ideas and studies regarding social change. P.S. the companion book about diffusion of innovations...was a free download on the internet.

1 of 1 people found the following review helpful.

Very recommendable

By Sarah

This important body of work significantly advances the theory and the practice in organizing for social change. The chapters offer a rich and enlightening combination of conceptually sophisticated ideas and applied cases from around the world both contributing to the continuing efforts of large-scale prosocial changes of institutions and individuals.

0 of 0 people found the following review helpful.

This may be embarrassing to admit...

By has5kids

but this is one of the best books I have ever read!!! When combined with Diffusion of Innovations - one holds an educated weapon in their hands against the tyranny of the culture of "no". Too many people stifle creativity and thus, innovation by saying "no". Read and learn and thank the authors of these two books for they have provided a new window in the innovator's success.

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