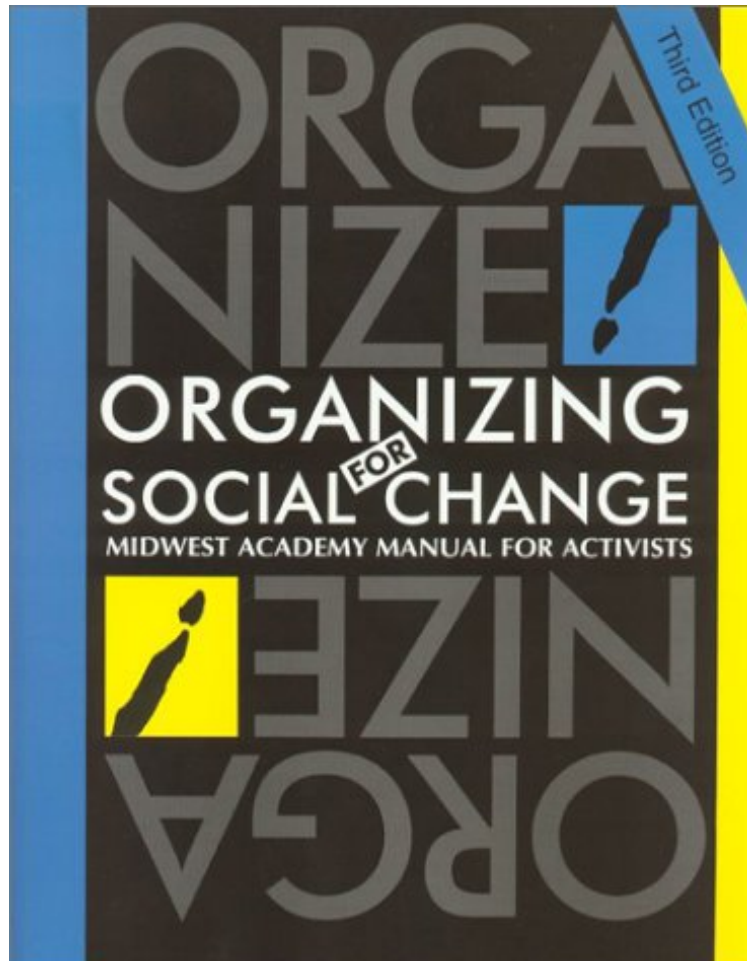


## Organizing for Social Change: Midwest Academy Manual for Activists

*Kimberley A. Bobo, Steve Max, Kim Bobo, Jackie Kendall, Midwest Academy  
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**Kimberley A. Bobo, Steve Max, Kim Bobo, Jackie Kendall, Midwest Academy : Organizing for Social Change: Midwest Academy Manual for Activists** before purchasing it in order to gage whether or not it would be worth my time, and all praised Organizing for Social Change: Midwest Academy Manual for Activists:

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Now in its third edition - and expanded by over 100 pages - this indispensable manual for activists continues to provide guidelines for bringing together like-minded people, helping them to focus their energy in bringing about much-needed social changes. The value of OFSC has led to its adoption as a textbook by numerous universities and organizations.

From the Publisher This book has been an ideal work book for social movement groups for over a decade. It has been used as a textbook in major universities including Harvard and Johns Hopkins. From local to international issues, this book helps organizers create attention and affect change. About the Author Kim Bobo is the founder and director of the National Interfaith Committee for Worker Justice. She was a trainer with the Midwest Academy for ten years. Jackie Kendall, Executive Director of the Midwest Academy worked extensively with senior, student, and citizen action organizations at the local, state and federal levels. Steve Max has 35 years of experience in civil rights, labor, and community. He is a key trainer and the designer of the economic education program. Excerpt. Reprinted by permission. All rights reserved. This is a handbook on the fundamentals of direct action organizing. Direct action implies a majority strategy. Much of its power derives from the fear haunting all elected officials that they will be defeated at the polls by angry citizens, or a corporation's fear that it will face massive consumer pressure. This means that direct action works best with issues that a majority of the population would support or at least not actively oppose. Nonetheless, most of this book's guidelines for thinking and acting strategically and its recommendations on organizing skills are also useful for working on other, less popular, justice issues. We focus on direct action because we believe it is the best method for building local activist-based membership organizations as well as larger state and national coalitions.