

HERE'S WHAT YOU'LL FIND IN THE CORPORATE ACTION GUIDE

Part 1: CORPORATIONS: THE DOMESTIC EXPERIENCE

Shows the historical growth of the modern corporation and its journey across the American economic frontier. In its wake: the "company towns" and "run-away shops", Watergate and the energy crisis, and an ever-growing burden of "social costs" passed on to consumers, workers and taxpayers.

Part 2: CORPORATIONS: THE GLOBAL EXPERIENCE

Explores the role of the large transnational corporations which wield more economic power than many nation-states; the political and economic impact of the corporate search for new resources and markets in the global community.

Part 3: SOURCES OF CORPORATE POWER

Focuses on the means and particularly the myths which maintain and foster the continued growth of corporate power: lobbying, advertising, taxes, subsidies, regulation; "free enterprise", "shareholder democracy", the "profit motive" and much more.

Part 4: INSIDE THE CORPORATION

An inside view of the corporate structure itself: the corporate boardroom, public relations, how the corporate management respond to pressures from within and without; blue and white collar dilemma; corporate "responsibility and ethics"; the unions; the corporate "image".

Part 5: RESEARCHING AND ORGANIZING A CORPORATE CAMPAIGN

Explores the "nuts and bolts" of using research and intelligence to probe the corporate system; putting information into community organization and action to challenge corporate power.

Part 6: SEEKING ALLIES, BUILDING COALITIONS, DEVELOPING STRATEGIES

Building a base of community and organizational support to confront the corporation; developing a broader perspective and a strategy to meet the challenge of corporate power in the 1970's.

Part 7: CORPORATE ACTION POSSIBILITIES

A look at the broad range of action tactics available to individuals and community groups working for change and new ones being developed by taxpayers, consumers and workers.

Part 8: THE CORPORATE CAMPAIGN

An in-depth look at two corporate action campaigns; an analysis of goals, strategy and tactics used, and their effect on the corporations.

Part 9: BUILDING ALTERNATIVES

Focuses on alternatives to corporate power and structure: individual consumption and lifestyle, community organization, and on a national and global level.

SEND ORDERS TO: CORPORATE ACTION PROJECT
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NAME _____

ADDRESS _____

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