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## Taking On The System: Rules for Radical Change in a Digital Era (Paperback)

By Markos Moulitsas Zuniga

Penguin Putnam Inc, United States, 2009. Paperback. Condition: New. Reprint. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. In this -primer for activists in the digital age-\* the founder of establishes the new rules of today s political battleground to empower everyday people to take action and effect positive change. The walls between the people and the power are being torn down thanks to our ever-evolving, social media loving, tech-savvy culture. By understanding the new dynamics and rules of power in the digital era, you too can change the world. Founder of one of the nation s most influential political blogs, Markos Moulitsas Zuniga has drawn up his revolutionary strategies such as: - Reinvent the street protest - Feed the backlash - Demolish your opponents with ridicule - Identify heroes and villains Written for both the general public and the grassroots activist, Taking on the System is a timely reminder of the potential power and influence of everyday people. -The most coherent guide to political organizing--on or off the Internet--penned in a generation.---Al Giordano.



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