



Community Organizing and Development (4th Edition)

By *Herbert J. Rubin, Irene S. Rubin*

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This revised edition of a well-known and widely used text in community organizing and development fully examines the broad and changing political and social settings that influence actions; while portraying the infrastructure of social change -- the knowledge, personnel, and organizations -- that enable such work to be successfully accomplished.

The text brings together the practicalities of organizing and development -- fund raising, working out news releases, running an organization, orchestrating political actions, academic knowledge -- and explains why various approaches work; as well as the values and ideologies that guide what is to be done. It provides the foundations of organizing and development work and then describes how activists -- through following either a social confrontation model or an economic and social production approach -- can respond to economic and social problems.

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Editorial Review

From the Back Cover

Community Organizing and Development

Fourth Edition

Herbert J. Rubin, Northern Illinois University • Irene S. Rubin, Northern Illinois University

Overview

This totally revised edition of *Community Organizing and Development* more fully examines the broad and ever-changing political and social settings that influence collective actions. In doing so, it describes the infra-structure of social change -- the knowledge, personnel, and organizations -- that enable change to be successfully accomplished.

New to this edition:

- Chapters have been fully updated and grouped into effective teaching units.
- A more fully developed progressive organizing model is added that explicitly links values to social actions to provide an integrative theme for the text.
- More discussion of the importance of the Web--as an aid for organizing political and confrontational actions, as well guidance in economic and social development projects.
- Increased coverage of the practical details of organizing and development -- fund raising, publicity, running an organization, and orchestrating political actions.
- Two new overview chapters, with Chapter 2 presenting descriptive narratives of successful organizing and development work and Chapter 3 examining contrasting models of organizing.
- Expanded coverage of the importance of values and ideology, both for motivating organizing work as well as for understanding the actions of the opposition.
- Numerous examples that show students a wide range of possible careers in social change work.

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