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Promoting Your Union: Six Strategies to Get More Organizing Leads and Union Members (Paperback)

By Jason Mann

Createspace, United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Do you know the 6 most effective ways to reach non-union workers? Promoting Your Union is a book to help union organizers get more organizing leads, create outreach plans to bring in new members and build the power of their unions. Despite restrictive labour laws, there are unions organizing successfully and growing. If we use look at what they are doing differently, we can find ways to organize in spite of the challenges. The ideas in this book aren't based on what might work - or abstract models of trade unionism - but actual best practices from union organizers who are using these tactics in the field. Ultimately union organizing isn't about signing cards - it's about empowering people and changing lives. It's about building power and improving conditions for working people as a whole. We can't do this reaching 30 people at a time - shop by shop. We need to create plans to reach thousands of workers. For free training videos on four of the best ideas from this book visit...



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