

A New New Deal: How Regional Activism Will Reshape the American Labor Movement (A Century Foundation Book)

Amy B. Dean, David B. Reynolds

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In A New New Deal, the labor movement leaders Amy B. Dean and David B. Reynolds offer a bold new plan to revitalize American labor activism and build a sense of common purpose between labor and community organizations. Dean and Reynolds demonstrate how alliances organized at the regional level are the most effective tool to build a voice for working people in the workplace, community, and halls of government.

The authors draw on their own successes to offer in-depth, contemporary case studies of effective laborcommunity coalitions. They also outline a concrete strategy for building power at the regional level. This pioneering model presents the regional building blocks for national change. A diverse audience?both within the labor movement and among its allies? will welcome this clear, detailed, and inspiring presentation of regional power-building tactics, which include deep coalition-building, leadership development, policy research, and aggressive political action.

A New New Deal explores successful coalitions forged in Los Angeles, Boston, Denver, San Jose, New Haven, and Atlanta toward goals such as universal health insurance for children and sensible redevelopment efforts that benefit workers as well as businesses. The authors view partnerships between labor and grassroots organizations as a mutually beneficial strategy based on shared goals, resulting in a broadened membership base and increased organizational capacity. They make the innovative argument that the labor movement can steward both industry and community and make manifest the ways in which workplace battles are not the parochial concerns of isolated workers, but a fundamental struggle for America's future.

Drawing on historical parallels, the authors illustrate how long-term collaborations between labor and community organizations are sowing the seeds of a new New Deal.



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