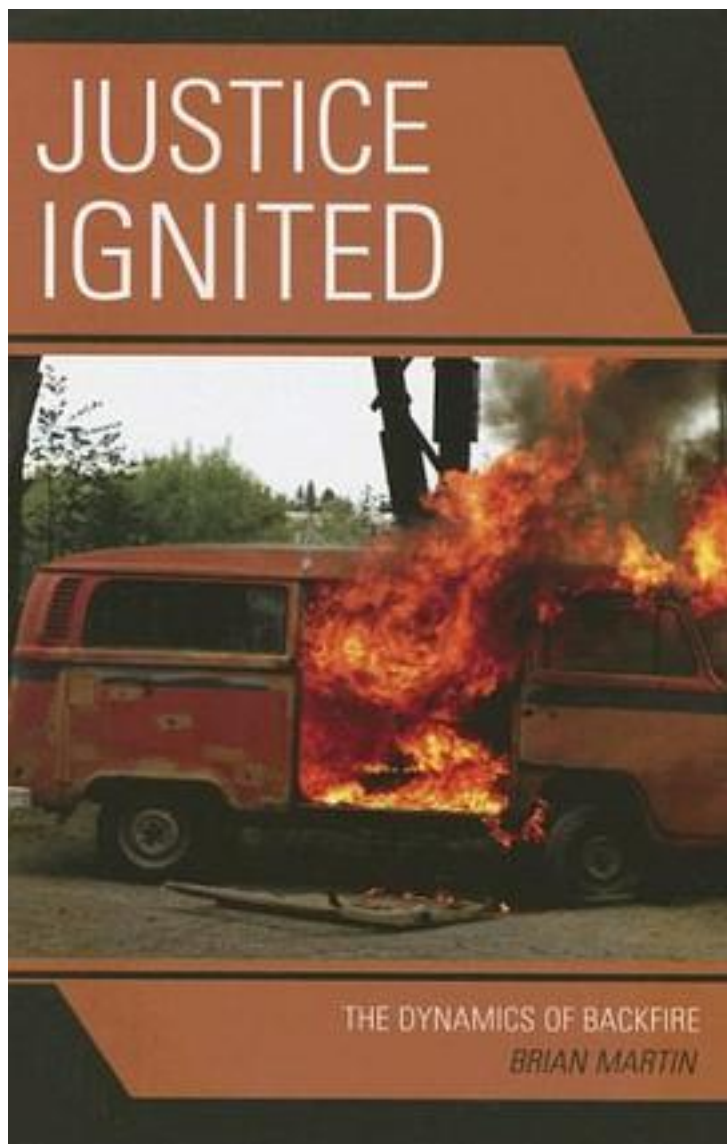


Justice Ignited



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Attacks can backfire on attackers-sometimes spectacularly. In March 1991, an observer videotaped several Los Angeles police beating Rodney King with their batons. Shown on television, the beating caused enormous damage to the reputation of the police and led to the chief's resignation. This incident and others, such as the 2003 invasion of Iraq and the 1965 surveillance of Ralph Nader, prove that all sorts of attacks can backfire, from torture and massacres to job dismissals and reprisals against whistle-blowers. Through numerous detailed case studies, Justice Ignited presents the first comprehensive treatment of the dynamics of backfire, as it reveals the most promising tactics for causing the backfire of unfair attacks. Understanding backfire-both promoting and inhibiting it-is vitally important for activists and everyone else who wants to be effective in the face of injustice.

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