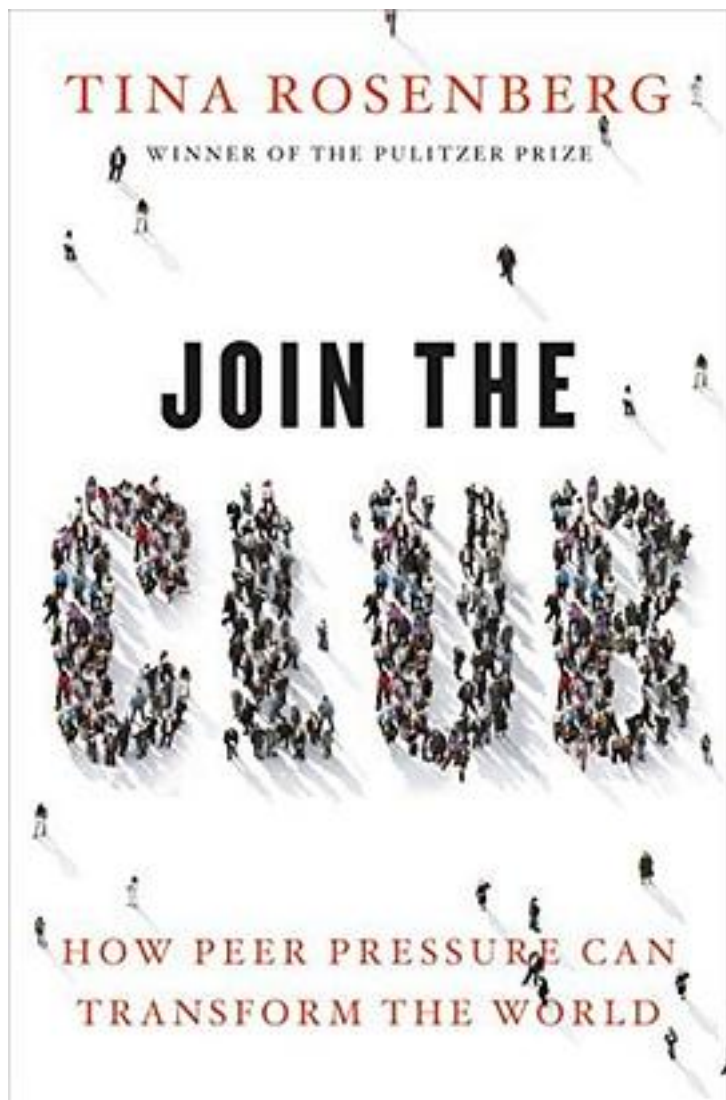


Join the Club



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著者:Tina Rosenberg

出版者:W. W. Norton & Company

出版时间:2011-4-1

装帧:Hardcover

isbn:9780393068580

In the style of *The Tipping Point* or *Freakonomics*, a groundbreaking book that will change the way you look at the world.

The fearless Tina Rosenberg has spent her career tackling some of the world's hardest problems. *The Haunted Land*, her searing work on how Eastern Europe faced the crimes of Communism, garnered both the National Book Award and the Pulitzer Prize. In *Join the Club*, she identifies a brewing social revolution that is changing the way people live, based on harnessing the positive force of peer pressure. Her stories of peer power in action show how it has reduced teen smoking in the United States, made villages in India healthier and more prosperous, helped minority students get top grades in college calculus, and even led to the fall of Slobodan Milosevic. She tells how creative social entrepreneurs are starting to use peer pressure to accomplish goals as personal as losing weight and as global as fighting terrorism. Inspiring and engrossing, *Join the Club* explains how we can better our world through humanity's most powerful and abundant resource: our connections with one another.

The ability of peer groups to affect behavioral change takes on positive connotations when applied to social activism in this ambitious, evocatively written treatment of what the author calls "the social cure." Pulitzer Prize-winning journalist Rosenberg (*The Haunted Land*), recipient of a MacArthur "genius" grant, explores join-the-club strategies for progressive causes: South Africa's AIDS-awareness group, loveLife; Serbia's student-led anti-Milosevic democracy movement, Otpor; India's rural health-worker program in Jamkhed; a Christian faith-building community in suburban Chicago; and a teen-driven antismoking campaign in Florida. Overcoming the limited efficacy of the usual models—for instance, information-dispersing approaches to behavioral modification—these cases all successfully employ peer groups and in-group lifestyle campaigns in service of their respective social and political goals. Results range from decreases in teen smoking to the overthrow of oppressive governments. Citing a Brixton-based drop-in center aimed at young British Muslims, she explores the degree to which the fight against terrorism might itself be amenable to a peer group approach. Rosenberg's immersion in the issues and considered reflections on the power of peer groups to shape personal and social action brings an urgency to a strategy as old as any in civilization's arsenal. (Mar.)

作者介绍:

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标签

社会学

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社会/人类/心理

peerpressure

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评论

就没动力读完，不喜欢拿宗教和AIDS说事，感觉只讲了表面。

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书评

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