

# CONTENTS

---

ACKNOWLEDGMENTS . . . xi

*Introduction . . . 3*

BILL MCKIBBEN

## PART I. *It's Time*

1. *Igniting Action for a  
New Movement . . . 11*

JONATHAN ISHAM JR. AND SISSEL WAAGE

2. *Groundswell . . . 21*

JAMES GUSTAVE SPETH

3. *Shaping the  
Movement . . . 33*

MARY LOU FINLEY

## PART II. *Finding Your Voice*

4. *Irrationality Wants to Be  
Your Friend . . . 59*

KENTON DE KIRBY, PAMELA MORGAN,  
TED NORDHAUS, AND  
MICHAEL SHELLENBERGER

5. *Communication  
Strategies . . . 73*

SUSANNE MOSER

6. *Coming Home to  
Roost . . . 95*

BILL SHUTKIN

## PART III. *Finding Your Allies*

7. *Focus on Health . . . 105*

BOB MUSIL

8. *Binding Life to Values . . . 119*

REBECCA KNEALE GOULD

9. *Climate Justice . . . 135*

JULIAN AGYEMAN, HARRIET  
BULKELEY, AND ADITYA NOCHUR

## PART IV. *Getting Mobilized*

10. *The Tidewater . . . 147*

JULIA WEST AND BEN GORE

11. *Your Mission: Focus the  
Nation . . . 157*

EBAN GOODSTEIN

12. *Practical Steps to Create  
Change in Your  
Organization . . . 169*

BOB DOPPELT

PART V.. *Getting Results*

13. *The Sound of Birds  
Not Singing . . . 185*

WILLIAM CHALOUPKA

14. *Policy Pathways . . . 199*

CHRISTOPHER MCGRORY KLYZA AND  
DAVID J. SOUSA

15. *Climate Change and the  
Business Challenge . . . 213*

EILEEN CLAUSSEN

16. *Taking it to the States . . . 223*

BARRY RABE

17. *Let's Cause Trouble, Good  
Trouble, Necessary*

*Trouble . . . 239*

JOHN PASSACANTANDO

*Afterword . . . 245*

JARED DUVAL AND NATHAN WYETH

ENDNOTES . . . 253

REFERENCES . . . 259

ABOUT THE EDITORS . . . 269

ABOUT THE AUTHORS . . . 271

INDEX . . . 279