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| John Hunt Publishing - **Changemakers Books** - announces the new title | | |
| **Striking at the Roots: A Practical Guide to Animal Activism** 10th Anniversary Edition - New Tactics, New Technology  Mark Hawthorne  **A major revision of animal rights bible Striking at the Roots**, referencing changes from the last 10 years including the rise of social media, which is now a key part of any campaign. The book brings together the most effective tactics for speaking out for animal rights. Activists from around the globe explain why their models of activism have been successful - and how you can become involved. Concise and full of practical examples and resources, this manual for success demonstrates how many of the world's most engaged activists effectively speak to the public, lobby policymakers, and deal with law enforcement - all while keeping their eyes on the prize of achieving victories for animals. This book will empower you to make the most of your skills. From simple leafleting to taking direct action, each chapter clearly explains where to begin, what to expect, and how to ensure your message is heard.  **Author Bio** Mark Hawthorne is a leading figure in the Animal Rights movement. Mark stopped eating meat after an encounter with one of India’s many cows in 1992 and later became an ethical vegan. His writing has been featured in Vegan’s Daily Companion. Mark lives in California. Online: [Facebook](https://www.facebook.com/#!/MarkHawthorneAuthor), [Author Website](http://www.markhawthorne.com), [Blog](http://strikingattheroots.wordpress.com/), [Twitter](http://www.twitter.com/#!/@markhawthorne)  **Previous Titles** A Vegan Ethic: Embracing a Life of Compassion Toward All (9781785354021), Changemakers Books, 2016. Bleating Hearts: The Hidden World of Animal Suffering (9781780998510), Changemakers Books, 2013. Striking at the Roots: A Practical Guide to Animal Activism (1st ed.) (9781846940910), Changemakers Books, 2008.  **Endorsements** *Wow! An amazing resource just got more amazing! What’s not to love about a book with kindness at its heart that offers guidance on activist topics from leafleting to self-care? With updated information, this sympathetic, engaged, and trustworthy guide has become even more inspiring.* ***Carol J. Adams, author of The Sexual Politics of Meat and Burger***  **Promotional Plans** Book trailer, paid ads on social media, targeting animal lovers, activists, politically and socially engaged users. Speaking at conferences and at animal-rights groups. Print/radio interviews, source key endorsements from author's extensive contacts in the animal rights movement.  **USP** The first and only book of its kind to give a voice to animal activists around the world and their advice for effective activism. This revised edition lays out key advancements from the last decade. A must-read from the leading figure in Animal Rights activism.  **Competing Books** Striking at the Roots (1st ed.) 9781846940910 by Mark Hawthorne Changemakers Books, 2008  **Categories** NATURE (General)(NAT039000) -> Animal Rights(NAT039000) REFERENCE (General)(REF015000) -> Personal & Practical Guides(REF015000) NATURE (General)(NAT046000) -> Endangered Species(NAT046000) |  | **Publication Date** November 2018  **Paperback** ISBN: 978-1-78535-882-1 $27.95  |  £17.99 8.5x5.5 inches | 216x140 mm 416PP  **e-book** ISBN: 978-1-78535-883-8 $21.99  |  £13.99  **Library of Congress** 2017962505 |
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