



BERRETT-KOEHLER PUBLISHERS

235 Montgomery Street, Suite 650
San Francisco, CA 94104-2916
Fax 415.362.2512
www.bkconnection.com

Ken Lupoff, Senior Publicity Manager
Phone: 415.743.6469 Email: klupoff@bkpub.com
Tiffany Lee, Publicity Assistant
Phone: 415.743.6477 Email: tlee@bkpub.com

For Immediate Release

Alternatives to Economic Globalization

A Better World Is Possible, 2nd Edition

John Cavanagh and Jerry Mander, editors
A Report of the International Forum on Globalization

Coauthors:

Sarah Anderson	Edward Goldsmith	Jerry Mander
Debi Barker	Randy Hayes	Victor Menotti
Maude Barlow	Colin Hines	Helena Norberg-Hodge
Walden Bello	Antonia Juhasz	Simon Retallack
Robin Broad	Andrew Kimbrell	Vandana Shiva
John Cavanagh	David Korten	Victoria Tauli-Corpuz
Tony Clarke	Sara Larrain	Lori Wallach

The amazing outpouring of protest in Seattle in 1999 is widely seen as the moment when the worldwide movement against the relentless engine of corporate globalization came of age. 1999 was also the year that work began on the report that became the 2002 book *Alternatives to Economic Globalization*. That book spelled out in detail not only the (now) familiar critique of why citizens the world over should oppose corporate globalization, but also for the first time provided a comprehensive policy road map away from globalization towards a more equitable and just planet.

Now, as part of the ongoing effort to continue to show that "a better world is possible"—and to explain how the so-called "war on terror" and other events of the past three years are related to globalization—the authors of the earlier book have written an updated and expanded second edition of *Alternatives to Economic Globalization*.

Written by a premier group of twenty-one thinkers and activists from around the world and edited by bestselling authors John Cavanagh and Jerry Mander, *Alternatives to Economic Globalization* lays out the alternatives to the corporate globalization more fully, specifically, and thoughtfully than has ever been done before. This revised and expanded second edition provides crucial new information in three entirely new chapters covering the global balance of power, the continuing war in Iraq, the "outsourcing" of high paying American jobs, the media, and a primer outlining what ordinary citizens can do to stem the tide of corporate globalization and strengthen their local communities.

More...

Specifically, *Alternatives to Economic Globalization* offers:

- A new introduction that analyzes the emerging opposition to U.S. economic and military policies (and an explanation of how both are intertwined);
- Ten governing principles for building sustainable societies—that will lead to greater democracy that benefits the many rather than the few;
- An expanded discussion of new institutions of "global governance" to replace the World Bank, the International Monetary Fund (IMF), and the World Trade Organization (WTO). And a set of new principles that these institutions should fulfill;
- An expanded discussion of how vital goods and services (such as water or genetic material) can be administered for the common good rather than privatized for profit;
- New sections on such significant growing problems as climate change (particularly with regard to energy policy and agriculture) and the controversies over "outsourcing;"
- Alternative operating systems for energy, agriculture and food systems, transportation, and manufacturing;
- A new section on the powerful and often negative role of global media, and what to do about it;
- A new section providing examples of successful alternative policies and systems already in use by communities around the world today; and
- A new chapter on "Global to Local: What You Can Do" that demonstrates what an individual can do as a consumer, worker, investor, depositor, local citizen, national citizen, and global citizen.

This second edition of *Alternatives to Economic Globalization* is mandatory reading for all those (whether pro or con) who want to understand why people from all across the globe oppose globalization, and want to know what those who oppose globalization propose to replace it with.

"Globalization is not inevitable. Fortunately, there are alternatives and presenting them is the achievement of this book. Read it and be motivated: A better world IS possible."

—Dennis J. Kucinich, United States Congressman

"Just when you thought it was safe to let Dick Cheney out of his bunker, along comes the IFG with the hot evidence that sticky-fingered corporate globalizers have gone from grasping the planet to squeezing it. If you have one book to take with you to your cell in Guantanamo, this is it."

—Greg Palast, author of *The Best Democracy Money Can Buy*

"The most important international organization opposing economic globalization."

—Le Monde, France

"The brain trust of the [anti-globalization] movement."

—Naomi Klein, author of *No Logo*

"The IFG is one of the most serious and respected groups of experts dedicated to analyzing and generating alternative proposals to the prevailing economic model promoted by international financial agencies."

—*La Jornada*, Mexico

JOHN CAVANAGH is director of the Institute for Policy Studies, vice-president of the International Forum on Globalization (IFG) Board of Directors, and coauthor of eleven books, including *Global Dreams*.

JERRY MANDER is President of the IFG Board of Directors, senior fellow at the Public Media Center, and author or coeditor of the books *In the Absence of the Sacred*, *The Case Against the Global Economy*, and *Four Arguments for the Elimination of Television*.

THE INTERNATIONAL FORUM ON GLOBALIZATION is an alliance of leading activists, scholars, economists, researchers, and writers—representing 60 organizations in 25 countries—that was formed in 1994 to stimulate new thinking, joint activity, and public education in response to economic globalization. Writing in *The Nation*, Naomi Klein called IFG “the brain trust of the [anti-globalization] movement,” and the *Utne Reader* dubbed IFG “the Davids of corporate globalization.”

Alternatives to Economic Globalization: A Better World Is Possible, 2nd Edition

John Cavanagh and Jerry Mander, Editors

Published by Berrett-Koehler Publishers, Inc.

Paperback

Number of Pages: 408

ISBN: 1-57675-303-4

\$18.95

Publication Date: November 2004