

Hairy Hippies and Bloody Butchers: The Greenpeace Anti-Whaling Campaign in Norway (Protest, Culture & Society)

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✓ Verified Book of Hairy Hippies and Bloody Butchers: The Greenpeace Anti-Whaling Campaign in Norway (Protest, Culture & Society)

Summary:

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In the popular imagination, no issue has been more closely linked with the environmental group Greenpeace than whaling. Opposition to commercial whaling has inspired many of the organization's most dramatic and high-profile "direct actions"-as well as some of its most notable failures. This book provides an inside look at one such instance: Greenpeace's decades-long campaign against the Norwegian whaling industry. Combining historical narrative with systems-theory analysis, author Juliane Riese shows how the organization's self-presentation as a David pitted against whale-butcher Goliaths was turned on its head. She recounts how opponents successfully discredited the campaign while Greenpeace struggled with internal disagreements and other organizational challenges, providing valuable lessons for other protest movements.

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