



Hegemony How-To: A Roadmap for Radicals

Jonathan Smucker

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"Jonathan Smucker's book about the American left's paralyzing ambivalence about power and its tendency toward purism, fragmentation, and insularity—and what we might do about it—is desperately needed."—Astra Taylor, director of *Žižek!* and *Examined Life*

"Jonathan Smucker is a critical voice within an important emerging political project whose aim is to move the next Left generation from symbolic and often self-marginalizing strategies toward approaches that can lead to effective main stage intervention."—Max Elbaum, author of *Revolution in the Air*

"If Saul Alinsky and Antonio Gramsci somehow had a bastard lovechild, he might be named Jonathan Smucker."—Andrew Boyd, co-editor of *Beautiful Trouble: A Toolbox for Revolution*.

A conceptual guide to political struggle for a social movement generation that is deeply ambivalent about power, *How to Win Friends and Build Power* makes a moral and strategic case for the intentional cultivation of collective power, organization, and leadership. Combining decades of grassroots organizing with a skillful use of social theory, Smucker digs into the structural constraints and subjective challenges of social movements that tend to gravitate toward symbolic forms of self-expression and insular identity-affirming rituals, often at the expense of real political intervention. At the same time, he shows how savvy groups have at times been able to successfully navigate such self-defeating dynamics, and win.

Jonathan Smucker is co-founder of Beyond the Choir, an organization providing strategic support and organizational development to social justice organizations. His work has been published in *Berkeley Journal of Sociology* and the *Sociological Quarterly*.

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