



Biz-War and the Out-of-Power Elite: The Progressive-Left Attack on the Corporation

Jarol B. Manheim

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This book tells the fascinating story of the reemergence of the American political left over the last quarter century in the form of the new Progressive Movement. Born out of Liberalism's crushing defeats at the hands of conservative strategists of the Reagan/Bush era, this new movement has cleverly reverse engineered the conservative's institutional networking strategy to plan and finance its resurgence. Progressive strategists have constructed an elaborate network of foundations, advocacy groups, and other institutions to advance their agenda. But where the conservatives relied on affirmative corporate support to help power their movement, the Progressive Left has used an anti-corporate strategy whose purpose is three-fold:

1. To reclaim the moral high ground of politics by challenging corporate power and influence.
2. To gain effective control over "other people's money" (e.g., pension funds, mutual funds) and use it to press for changes in corporate social policies.
3. To leverage this influence over corporate decision-making to change the direction of American politics and public policy.

Biz War extends the argument of Manheim's 2001 book, *The Death of A Thousand Cuts*, by showing how anti-corporate campaigns have evolved from economically-oriented labor actions to ideological and programmatic political struggles. It details how the strategies and tactics crafted by organized labor are being employed with increasing effect by the political left.

The book will be of interest to students of contemporary American politics, strategic communication, political movements, and business management. Likewise it will help corporate executives and financial analysts understand more fully the proxy wars and other attacks against their companies.

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