Sociology/Globalization

“A powerful, challenging book. It offers a wide-ranging critical analysis of the McDonaldization of everything. Against these alter-globalization movements and their charismatic leaders, Lindholm and Zuquete remain skeptical towards any immediate eruption of a post-global, post-modern Paradise.”

— Bryan S. Turner, Wellesley College

“From alter-globalization to the New Right to Jihadism, this timely book demonstrates that world-transforming movements, thought to have disappeared after the decline of the Left in the late ’70s, have reappeared in different forms. The first of its kind to assemble major contemporary ‘global’ movements in one place, this book will prove crucial reading for anyone interested in the dynamics of social movements today.”

— Jonathan Friedman, University of California, San Diego

“A creative look at the many social and political movements that share apocalyptic understandings of globalizing capitalism. Lindholm and Zuquete subtly demonstrate the complexity of these movements’ own ideas and provide a keen insight into the alternative narratives, rituals, and broad cultural goals the movements have proposed as solutions to the perceived evils of contemporary globalization.”

— Marc Howard Rose, Bryn Mawr College

“All the movements examined are an attempt to articulate the rising global imaginary within powerful grand narratives.”

— Manfred B. Steger, Royal Melbourne Institute of Technology

What do Mexico’s Zapatistas, the French National Front, Slow Food, rave subculture, and al-Qaeda all have in common? From right-wing to left-wing to no wing, they all proudly proclaim their mission to defend their distinctive identities against modernity’s homogenizing processes, and often with fundamental similarities in their approach. Drawing on the original writings and actions of various anti-globalist groups, the authors reveal a common tendency toward charismatic leadership, good versus evil dichotomies, the quest for authentic identity, concern with ritual, and unbending demands for total commitment. These movements, however, they pursue world transformation and personal transcendence, are a prominent and continuing aspect of our present condition. The Struggle for the World is a strong reminder that, no matter what the cause, revolution is not a thing of the past and the fervent search for another world continues.

CHARLES LINDHOLM is University Professor of Anthropology at Boston University. He is the author of seven books, including Culture and Authenticity (1999) and Is America Breaking Apart? (1999).

JOSE PEDRO ZUQUETE has studied and worked at the University of Washington, the University of the New Sorbonne, Boston University, and Harvard University. He is the author of Missionary Politics in Contemporary Europe (2007).
The Struggle for the World
LIBERATION MOVEMENTS FOR THE 21ST CENTURY
Charles Lindholm and José Pedro Zúquete
To My Mother,
Maria de Lourdes Zúquete.

To the Memory of Nate Raymond

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