



# Join the Club: How Peer Pressure Can Transform the World

By Tina Rosenberg

Download now

Read Online 

**Join the Club: How Peer Pressure Can Transform the World** By Tina Rosenberg

**"Empowering . . . sweepingly ambitious . . . Rosenberg's case studies are as different as they are fascinating . . . A brilliant book." —Abraham Verghese, *Newsweek***

A winner of the National Book Award and the Pulitzer Prize, Tina Rosenberg has spent her career tackling some of the world's hardest problems. Now, through striking stories from around the globe, Rosenberg shows how positive peer pressure can change people's behavior and solve seemingly intractable social quandaries. In every case, pioneering social entrepreneurs throw out the old models for social change in favor of humanity's most powerful and abundant resource: our connections with one another. The result is one of those rare books that will not only revolutionize the way you look at the world but also give you the power to change it.

 [Download Join the Club: How Peer Pressure Can Transform the ...pdf](#)

 [Read Online Join the Club: How Peer Pressure Can Transform t ...pdf](#)

# Join the Club: How Peer Pressure Can Transform the World

By Tina Rosenberg

**Join the Club: How Peer Pressure Can Transform the World** By Tina Rosenberg

**"Empowering . . . sweepingly ambitious . . . . Rosenberg's case studies are as different as they are fascinating . . . A brilliant book." —Abraham Verghese, *Newsweek***

A winner of the National Book Award and the Pulitzer Prize, Tina Rosenberg has spent her career tackling some of the world's hardest problems. Now, through striking stories from around the globe, Rosenberg shows how positive peer pressure can change people's behavior and solve seemingly intractable social quandaries. In every case, pioneering social entrepreneurs throw out the old models for social change in favor of humanity's most powerful and abundant resource: our connections with one another. The result is one of those rare books that will not only revolutionize the way you look at the world but also give you the power to change it.

## Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg Bibliography

- Sales Rank: #460771 in Books
- Published on: 2012-04-23
- Original language: English
- Number of items: 1
- Dimensions: .83" h x .11" w x .55" l, .74 pounds
- Binding: Paperback
- 432 pages

 [Download Join the Club: How Peer Pressure Can Transform the ...pdf](#)

 [Read Online Join the Club: How Peer Pressure Can Transform t ...pdf](#)

## Download and Read Free Online Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg

---

### Editorial Review

From Publishers Weekly

The ability of peer groups to affect behavioral change takes on positive connotations when applied to social activism in this ambitious, evocatively written treatment of what the author calls "the social cure." Pulitzer Prize-winning journalist Rosenberg (*The Haunted Land*), recipient of a MacArthur "genius" grant, explores join-the-club strategies for progressive causes: South Africa's AIDS-awareness group, loveLife; Serbia's student-led anti-Milosevic democracy movement, Otpor; India's rural health-worker program in Jamkhed; a Christian faith-building community in suburban Chicago; and a teen-driven antismoking campaign in Florida. Overcoming the limited efficacy of the usual models—for instance, information-dispersing approaches to behavioral modification—these cases all successfully employ peer groups and in-group lifestyle campaigns in service of their respective social and political goals. Results range from decreases in teen smoking to the overthrow of oppressive governments. Citing a Brixton-based drop-in center aimed at young British Muslims, she explores the degree to which the fight against terrorism might itself be amenable to a peer group approach. Rosenberg's immersion in the issues and considered reflections on the power of peer groups to shape personal and social action brings an urgency to a strategy as old as any in civilization's arsenal. (Mar.)

(c) Copyright PWxyz, LLC. All rights reserved.

From [Booklist](#)

The concept of peer pressure connotes the ability of a group to impose its will upon an individual, to coerce a state of being that might not otherwise exist. It's what encourages teens to take up smoking and entices inner-city youths to join gangs. And yet, harnessed in an entirely different manner, peer pressure can turn the disaffected into the accomplished, the outliers into the overachievers. Pulitzer Prize-winner Rosenberg inventively examines how creative thinking and critical analysis of group dynamics turned some of India's lowest caste women into successful entrepreneurs and village leaders, how a group of ragtag Serbian students used street theater to topple a repressive dictator, and why a suburban Chicago megachurch finds its doctrine best disseminated one dinner table at a time. This "social cure," Rosenberg posits, has the power to channel herd mentality into forces that can bring about positive changes for at-risk individuals, whether they are battling AIDS in South Africa or drug abuse in South Carolina. --Carol Haggas

Review

"A solution that is simple yet profound, and rooted in human nature." (Deirdre Donahue - USA Today)

"Rosenberg is an uncommonly incisive and empathetic observer." (Jonathan Liu - Boston Globe)

"Timely, thoughtful and important." (Jeffrey D. Sachs - New York Times Book Review)

### Users Review

**From reader reviews:**

**Carolyn Hoffman:**

What do you concentrate on book? It is just for students because they're still students or that for all people in the world, the particular best subject for that? Simply you can be answered for that problem above. Every

person has several personality and hobby for each and every other. Don't to be compelled someone or something that they don't wish do that. You must know how great in addition to important the book Join the Club: How Peer Pressure Can Transform the World. All type of book are you able to see on many sources. You can look for the internet methods or other social media.

**Bridget Carter:**

Here thing why this Join the Club: How Peer Pressure Can Transform the World are different and reliable to be yours. First of all examining a book is good nonetheless it depends in the content from it which is the content is as yummy as food or not. Join the Club: How Peer Pressure Can Transform the World giving you information deeper since different ways, you can find any guide out there but there is no e-book that similar with Join the Club: How Peer Pressure Can Transform the World. It gives you thrill reading journey, its open up your current eyes about the thing which happened in the world which is perhaps can be happened around you. You can easily bring everywhere like in park, café, or even in your approach home by train. Should you be having difficulties in bringing the published book maybe the form of Join the Club: How Peer Pressure Can Transform the World in e-book can be your alternate.

**David Robinson:**

This book untitled Join the Club: How Peer Pressure Can Transform the World to be one of several books in which best seller in this year, here is because when you read this guide you can get a lot of benefit upon it. You will easily to buy this kind of book in the book retailer or you can order it by using online. The publisher with this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smartphone. So there is no reason for you to past this book from your list.

**Thelma Martin:**

The book untitled Join the Club: How Peer Pressure Can Transform the World contain a lot of information on this. The writer explains the woman idea with easy method. The language is very easy to understand all the people, so do definitely not worry, you can easy to read this. The book was authored by famous author. The author will bring you in the new period of time of literary works. You can actually read this book because you can read on your smart phone, or program, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can open up their official web-site in addition to order it. Have a nice go through.

**Download and Read Online Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg #TMNHX8C0Q37**

# **Read Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg for online ebook**

Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg books to read online.

## **Online Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg ebook PDF download**

### **Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg Doc**

**Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg Mobipocket**

**Join the Club: How Peer Pressure Can Transform the World By Tina Rosenberg EPub**