

Advance Praise for *Rhetoric for Radicals*

The first rule of guerilla warfare is to know the terrain and use it to your advantage. Today's topography is one of signs and symbols, information and communication. Jason Del Gandio is an indispensable guide for any activist seeking to navigate this ephemeral ground, and his *Rhetoric for Radicals* promises to be as essential for this generation of political organizers as Saul Alinsky's *Rules for Radicals* was for previous ones.

— STEPHEN DUNCOMBE, author of
Dream: Re-Imagining Progressive Politics in an Age of Fantasy

Jason Del Gandio has written a courageous, original and provocative book of the importance of rhetoric and communication for radical social change. For those inside the revolution, this is must reading. For those outside the revolution, read this book and see a world you never imagined.

— ROBERT W. MCCHESENEY, author of
The Political Economy of Media

Jason Del Gandio *is* radical — he believes we who work for change can change ourselves! His optimism, affection and respect for the diversity of activist work invite our confidence and boldness. In a brilliant book that works well for both theory and practice, he gives us tools that show us how to be more powerful *and* more consistent with our values.”

— GEORGE LAKEY'S co-founding of Training for Change and the Movement for a New Society are highlights in his fifty years of activism.

Del Gandio's powerful and useful book not only teaches us how to communicate more effectively, but offers a framework for re-thinking our strategies by examining activism through the lens of communication. This how-to book is a must for sophisticated radicals, pragmatic dreamers and activists of all persuasions.

— PATRICK REINSBOROUGH, Co-founder
smartMeme Strategy & Training Project