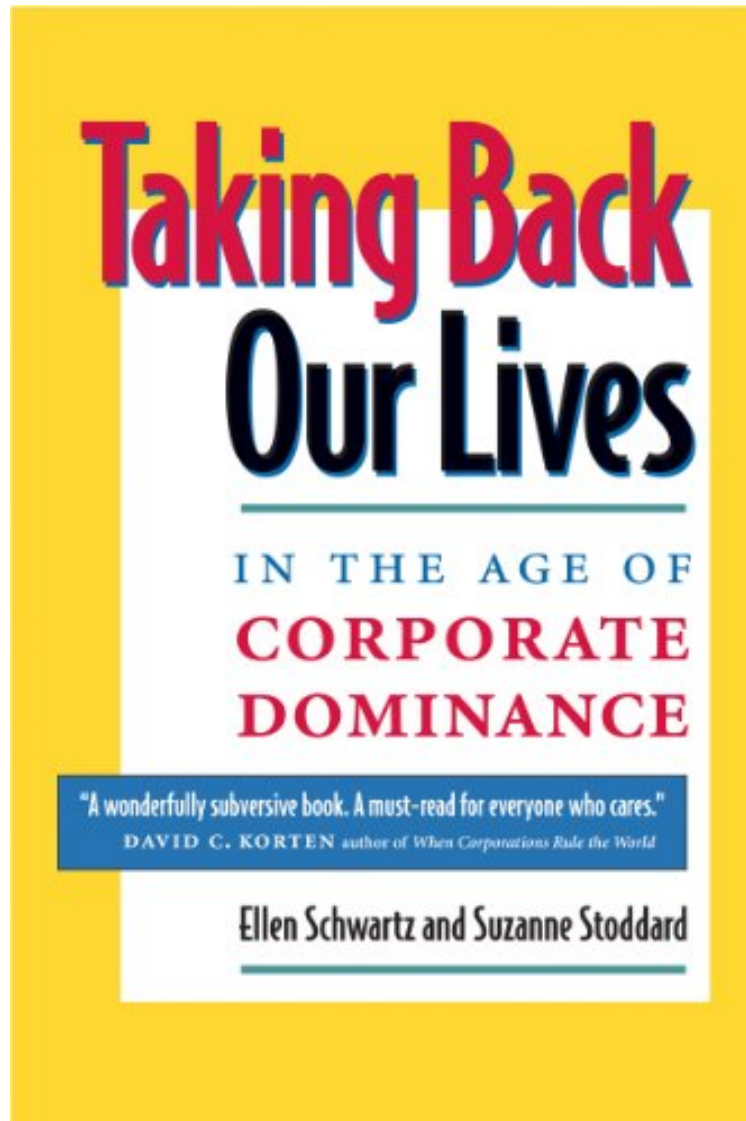


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## Taking Back Our Lives in the Age of Corporate Dominance (Agency/Distributed)

*Ellen Augustine, Suzanne Stoddard*  
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**Ellen Augustine, Suzanne Stoddard : Taking Back Our Lives in the Age of Corporate Dominance (Agency/Distributed)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Taking Back Our Lives in the Age of Corporate Dominance (Agency/Distributed):

0 of 0 people found the following review helpful. Five Stars By Lu Salter Love you Ellen...rest in peace! 6 of 7 people found the following review helpful. Okay overview, but inadequate and simplistic By J. Grattan Both of the authors are in the non-profit sector and focus on children issues, especially low-income. That is perhaps their starting point in

recognizing the huge impact that corporations have on our society especially in areas of the media and entertainment, education, and the fragility and inadequacy of jobs. The book is a two-parter. In the first part, they give an overview that clearly shows that corporations are elephants stomping all over our society and molding it to their tastes; secondly, the authors urge people to somehow bypass this domination and recapture their lives. Corporate domination is a result of resources that far exceed those of individual citizens, which have given corporations the ability to control the political process and system and sway the legal system. They control the various media, dishing out trivialities for news in lieu of thoughtful analysis and presenting nonsensical and violent entertainment, while bombarding the public with advertising that subtly creates artificial needs for dubious products. The corporate propaganda concerning family values has to be squared with the globalization movement secured through so-called trade agreements that are having devastating consequences for workers and families, as well as environmental impacts. The authors are concerned with the passivity that people show towards this corporate onslaught. We watch their nonsense; we buy their image enhancing products; we vote for pro-corporate political candidates; we allow the corporate agenda to penetrate our schools; we shop at Wal-Mart despite its community killing effects, etc. The authors' suggestions for countering corporate domination and taking back lives are really rather limited. They propose taking the initiative to turn off the TV, take on a development task, cut back on consumption, do volunteer work, find meaningful employment, shop locally, etc. They never say to whom their message is directed. It does seem simplistic and utterly unrealistic for most people, who are forced to conform to the status quo. There are tens of millions of so-called cultural creatives who already resist the corporate message but with little overall impact on corporate power. The authors wrote in the late 1990s during an economic boom, where more seemed possible even though inequality was undergoing a huge upsurge. In late 2005, their message seems even more out-of-touch. The corporate agenda has an even greater lock on American society, if that is possible, in the Bush era. Oil companies have the ability to influence foreign policy and manipulate oil markets for outrageous profits at the expense of American families. The cynical manipulation of the religious right to gain voting power for the business right continues unabated. At this point, there are no countervailing forces in American society to corporate domination. Unions have been destroyed. There is no democratic (small "d") party. There is no means to even get a democratic message out. But there will have to be a democratic upsurge to counter corporate power. Political action must be taken because that is the basis of corporate power. Most legislation of the last twenty-five years needs to be rescinded and reissued with the needs of the public in mind. Developing one's self and volunteering may be admirable, but it is also mostly irrelevant against corporate power. Yes, there are cracks in corporate power. Some can find those cracks - most cannot. They simply do not have the means or resources. These authors obviously do. One had \$60,000 to run for Congress. In volume II they need to be advocating a real program for countering corporate power and recapturing our society for people, not monolithic entities with no soul. 18 of 18 people found the following review helpful. A True Wake-Up Call By Carol Hansen Grey This easy to read book is for anyone who yearns to live a fuller more creative life and is wondering why they can't seem to be able to make any headway. It presents well documented, sometimes shocking, information you will never hear or read about in the media, interspersed with personal, relevant stories. It educates us as to how we are being manipulated by the media and by large transnational corporations and how this manipulation is affecting every area of our lives, from the emotional health of our children to the physical health of our bodies. But the book doesn't leave you hanging, feeling helpless and depressed. It is filled with easy suggestions that we, as individuals, can do to turn back the tide and take back control. This book was a real eye-opener and I highly recommend it!

Reveals the profound impact of the global corporate economy on our daily lives  
Details 75 immediate and long-term Action Steps for empowering ourselves both individually and as a society  
Offers specific tips, ideas, and resources on how to pare down our lives and open up our time  
Provides questions for reflection that help readers to think in new ways about what matters most to them  
Corporate structures, products, and processes permeate our society -but what do they really mean to us in our daily lives? The bottom-line mentality that drives corporate America, say Ellen Augustine (formerly Schwartz) and Suzanne Stoddard, is creating a world unresponsive to human needs, corrosive to the democratic process, and destructive to the planet itself. *Taking Back Our Lives in the Age of Corporate Dominance* shows the links between our mundane everyday struggles and the global corporate economy, image-driven media, and the relentless pace which consumes us all. And it tells us how we can change things by transforming both our work and leisure. The authors use hard-hitting examples and illuminating personal vignettes about confronting fear, anger, death, family problems, and the stultifying effects of staying in the "comfort zone." They detail over 75 steps for personal and societal actions - some quick and immediate, others in-depth and long term - for retaking control of our lives. The authors include provocative questions for reflection that shock, prod, and jump-start the reader into thinking about what matters most to them. Deeply moving, outrageous, encouraging, compelling, and inspiring, *Taking Back Our Lives in the Age of Corporate Dominance* blends unrelenting candor with the comfort of real-life stories of hope - and ultimately shows us that choice is the most important tool we have for reviving our lives and our world.

"*Taking Back Our Lives in the Age of Corporate Dominance* speaks to the 21st century challenge each of us faces to

make a difference and bring our deepest values into the world through personal action. It is a blueprint to move us beyond distractions to a life of joy, meaning, and fulfillment." -- Michael and Justine Toms, coauthors of *True Work: Doing What You Love and Loving What You Do*"*Taking Back Our Lives* is a powerful examination of the forces we all face in a society pulling us away from our authentic, deeper selves. It offers refreshing solutions that speak to the heart and uplift our spirits." -- Scott and Shannon Peck, coauthors of *Liberating Your Magnificence: 25 Keys to Loving and Healing Yourself*"*Taking Back Our Lives* is a very courageous book by two highly qualified women who dare to speak their truth about a reality the media avoids--the corporate consumer culture eroding our democracy--and then show us practical alternatives that start right at home. A timely imperative for survival. Read it and act now!" -- Elisabet Sahtouris, author of *A Walk Through Time and Biology Revisioned*"This wonderfully subversive book bespeaks a profound, yet simple truth: in a world of corporate rule, joyous, mindful living is the ultimate revolutionary act. Deeply inspiring and eminently practical. A must-read for everyone who cares." -- David C. Korten, author of *The Post-Corporate World* and board chair, *The Positive Futures Network*, Publishers of *YES! From the Inside Flap*Never before have so many people felt the American Dream crashing down around their shoulders. The bottom-line profit mentality is bottoming out our lives and the planet. *Taking Back Our Lives in the Age of Corporate Dominance* presents alternatives to being victimized by a pressure-cooker lifestyle and buffeted by the winds of global change. It draws the connections between our lives and the culture, the economy, and the vast forces moving us closer to the edge. At once deeply moving, outrageous, encouraging, compelling, and inspiring, *Taking Back Our Lives* seamlessly blends unrelenting candor with the comfort of real-life stories of hope--and ultimately shows us that choice is the most important tool we have for renewing our world and our selves. *Taking Back Our Lives* includes 75 action steps that you can take in the short or long term to bring your personal life into balance while working more powerfully in the outer world.

About the Author  
Ellen Schwartz is Executive Director of Invest in Kids, which she founded in 1998 to provide scholarships and mentors to low-income, at-risk youth. Her work in raising public awareness about the entertainment industry's negative influence on children earned her the Thread of Hope Award in 1986 and the Women of Achievement Community and Human Services Award in 1997. Suzanne Stoddard teaches English and Citizenship at Contra Costa Community College and donates many hours to community service, mentoring young people, and grant-writing for Invest in Kids.