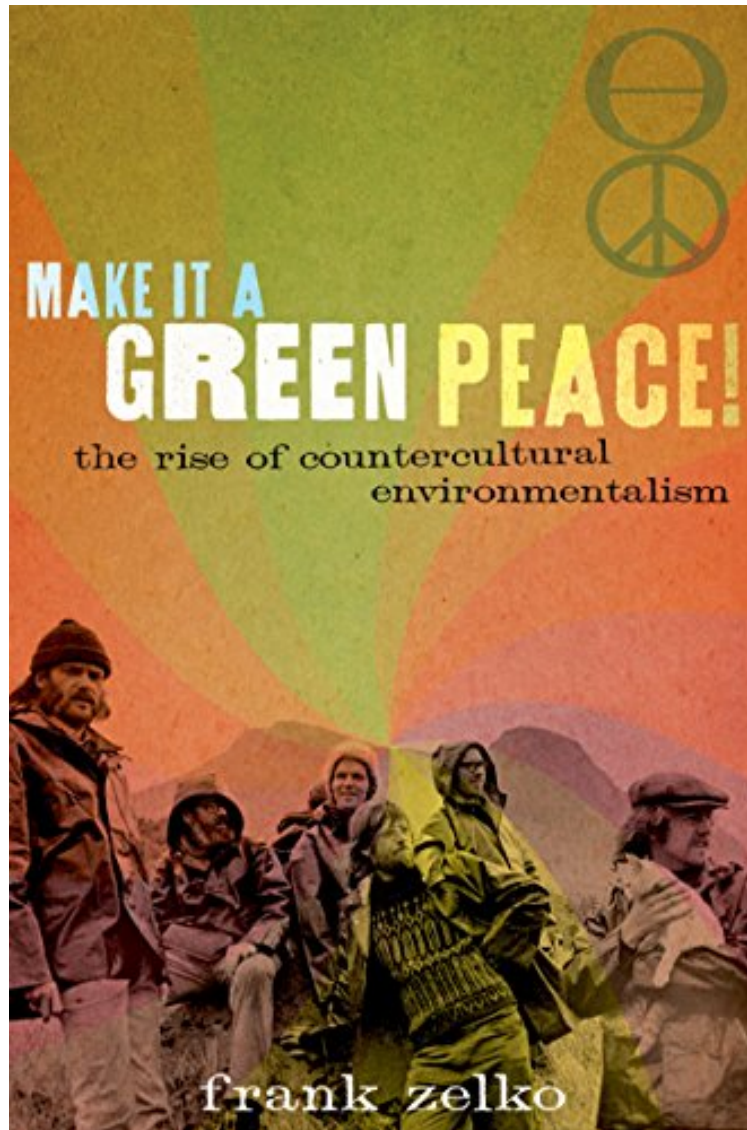


Make It a Green Peace!: The Rise of Countercultural Environmentalism

Frank Zelko

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Frank Zelko : Make It a Green Peace!: The Rise of Countercultural Environmentalism before purchasing it in order to gage whether or not it would be worth my time, and all praised Make It a Green Peace!: The Rise of Countercultural Environmentalism:

3 of 3 people found the following review helpful. Worth the waitBy datpbAs someone who was involved in the early years of Greenpeace, the author interviewed me in 2000 and finally, 13 years later, I have to admit the book was worth the wait! Its intelligent, well written, meticulous in its accuracy, and in spite of all that a real page turner. It filled in

many holes in my own understanding of GP history, particularly the very early days, and made the characters come alive in all their complexity. More than just a riveting factual narrative, it places Greenpeace in historical perspective as a social movement whose philosophical and practical implications were probably scarcely understood at the time by many of its participants. No other book about Greenpeace comes close, or ever will, to this definitive treatment of a remarkable organization and the remarkable times that produced it. 1 of 1 people found the following review helpful. Whales, seal pups and the warriors of the rainbow - an eco rock chronicle! By Matthew Kelly This chronicle of Greenpeace's first decade or so is just brilliant. It takes the reader from the movement's countercultural origins in the early 1970s through to its institutionalisation in the 1980s. Quakers, acidheads, peaceniks, idealists, mindbombers, adventurers, womanisers, sceptics, cynics: they're all here. Vivid accounts of the early campaigns against nuclear testing, the struggle to save the whale and the emotive fight to protect seal pups are intertwined with subtle discussions of the development of ecological thinking and the various strains of thought that shaped this most iconic late twentieth-century organisation. Frank Zelko demonstrates how a tiny group of fanatical activists, poorly resourced, chaotically organised, and drawing inspiration from Quaker principles of non-violence and guidance from I Ching, became the scourge of governments and captured the world's imagination. Historical analysis of a high order is rarely combined with pacy narrative, but Zelko has a gift for both and has written a book that will make you laugh as often as it makes you marvel at the sheer audacity of its protagonists.

The emergence of Greenpeace in the late 1960s from a loose-knit group of anti-nuclear and anti-whaling activists fundamentally changed the nature of environmentalism--its purpose, philosophy, and tactics--around the world. And yet there has been no comprehensive objective history of Greenpeace's origins--until now. *Make It a Green Peace!* draws upon meeting minutes, internal correspondence, manifestos, philosophical writings, and interviews with former members to offer the first full account of the origins of what has become the most recognizable environmental non-governmental organization in the world. Situating Greenpeace within the peace movement and counterculture of the 1960s, Frank Zelko provides a much deeper treatment of the group's groundbreaking brand of radical, media-savvy, direct-action environmentalism than has been previously attempted. Zelko traces the complex intellectual and cultural roots of Greenpeace to the various protest movements of the 1950s and 1960s, highlighting the influence of Quakerism--with its practice of bearing witness--Native American spirituality, and the non-violent resistance of Gandhi. Unlike the more strait-laced, less confrontational Sierra Club and Audubon Society, early Greenpeacers smoked dope, dropped acid, wore their hair long, and put their bodies on the line--interposing themselves between the harpoons of whalers and the clubs of seal-hunters--to save the animals and achieve what they hoped would be a lasting transformation in the way humans regarded the natural world. And while it may not have achieved its most revolutionary goals, Greenpeace inarguably created a heightened awareness of environmental issues that endures to this day. Narrating the key campaigns and arguments among the group's early members, *Make It a Green Peace!* vividly captures all the drama, pathos, and occasional moments of absurd comic relief of Greenpeace's tumultuous first decade.

"Zelko's deeply researched and well-written book represents an important and invigorating contribution to the historiography of modern environmentalism. *Make It a Green Peace!*...should encourage more historians to adopt a transnational approach to the subject. The book's impressive research, thoughtful analysis, and accessible prose will entertain and enlighten any reader interested in the history of environmentalism."--Finis Dunaway, *Environmental History* "*Make It a Green Peace!* is a valuable addition to the history of twentieth-century environmentalism and the development of a particularly robust form of world civic politics...Greenpeace has been surprisingly underanalyzed by environmental historians; Frank Zelko fills this void...Zelko paints a vibrant portrait of the characters, episodes, and social contexts that defined Greenpeace to 1980. The book will change the way we teach and understand the interplay between the counterculture, the peace movement, global environmentalism, and environmental direct action...[T]his book is the rare scholarly text that is informative, a pleasure to read, and even occasionally funny."--*Journal of American History* "Readers...will find *Make It a Green Peace!*...an intimately researched and refreshingly enjoyable read...What stands out most is the magnificent writing. This book has enough excitement to be considered for a television docudrama series...Most chapters have passages that could be mistaken for dramatic fiction, and Zelko has recorded all of the tension, frustration, and comedy that ensue with each turn of events. Many of the core members had radical (and often opposing) views, and Zelko flawlessly captures these dynamics."--Brock Ternes, *Environmental Politics* "Wonderfully written and deeply researched, at its core *Make It a Green Peace!* is an institutional history tracing the creation, evolution, and finally establishment of the renowned environmental organization Greenpeace...Zelko tells this story by focusing on the complex relationships among an array of individuals who played a part in Greenpeace's evolution from a grassroots group born out of the anti-nuclear movement of the 1950s into a professionalized environmental organization with thousands of members and a global reach."--Michael Childers, *American Historical* "Early Greenpeace pioneers have written their own entertaining memoirs, but this densely sourced narrative is the definitive independent account, especially of the early years - and is highly readable."--New

Scientist"Make it a Green Peace! is the best kind of history. Frank Zelko has managed to write an analysis of the founding and early years of Greenpeace that is both intelligent and very entertaining. Anyone who wants to understand modern environmentalism should read this book."--Kurk Dorsey, author of *Whales and Nations: Environmental Diplomacy on the High Seas* "This must be the definitive history of Greenpeace. Meticulously researched and immensely readable, it gives us the whole story, from grassroots hippies in Vancouver to global activism. Zelko's book is full of fresh insights about environmental issues, politics and ideas, and the individuals behind the rise of this remarkable international organization."--Christof Mauch, European Society for Environmental History "The story of Greenpeace is both astonishing and important-and Frank Zelko tells the story brilliantly. Make It a Green Peace! is a witty and wise account of one of the defining environmental groups of our time."--Adam Rome, author of *The Genius of Earth Day*About the AuthorFrank Zelko is Associate Professor of History and Environmental Studies at the University of Vermont.