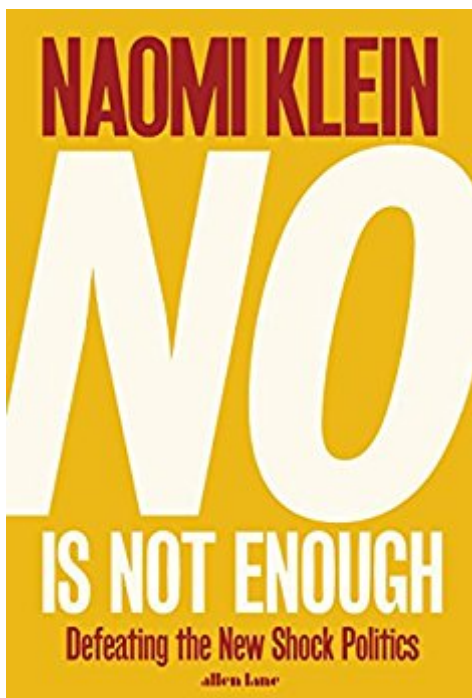


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No Is Not Enough: The International Bestseller



Synopsis

****The New York Times and Sunday Times Bestseller**** 'An ordinary person's guide to hope. Read this book' Arundhati Roy 'As accessible as it is brilliant' Owen Jones 'A genuine page turner' Michelle Alexander Naomi Klein - award-winning journalist, bestselling author of No Logo, The Shock Doctrine and This Changes Everything, scourge of brand bullies and corporate liars - gives us the toolkit we need to survive our surreal, shocking age.' This is a look at how we arrived at this surreal political moment, how to keep it from getting a lot worse, and how, if we keep our heads, we can flip the script.' Remember when love was supposed to Trump hate? Remember when the oil companies and bankers seemed to be running scared? What the hell happened? And what can we do about it? Naomi Klein shows us how we got here, and how we can make things better. No Is Not Enough reveals, among other things, that the disorientation we're feeling is deliberate. That around the world, shock political tactics are being used to generate crisis after crisis, designed to force through policies that will destroy people, the environment, the economy and our security. That extremism isn't a freak event - it's a toxic cocktail of our times. From how to trash the Trump megabrand to the art of reclaiming the populist argument, Naomi Klein shows all of us how we can break the spell and win the world we need. Don't let them get away with it.' Who better than Naomi to make sense of this madness, and help us find a way out? A top-of-the-stack must read' Michael Stipe 'Naomi Klein's new book incites us brilliantly to interweave our No with a programmatic Yes. A manual for emancipation' Yanis Varoufakis 'Magnificent ... a courageous coruscating counterspell' Junot Díaz

Book Information

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Customer Reviews

This is a brilliant book, and absolutely worth reading. Klein has a knack for synthesizing and pushing beyond most left analysis of a particular conjuncture, and making connections that others have missed. I especially loved her demolition of the manufactured "economics versus identity politics" debate in Chapter 5, which has confused too many people who should know better. I also strongly disagree with the reader who argues that Klein over-emphasizes Trump's merely crass economic motivations, and downplays the graver threat of authoritarianism/fascism he represents. To the contrary, as Klein shows, Trump's deportations, travel bans, and incitement of hatred provide cover for his upward economic redistribution. Klein's analysis of Trump as a cultural phenomenon, in the context of late capitalist media culture, also offers essential insights into how he has built a mass base. More importantly, while it is tempting to focus on Trump's individual persona, Klein asks us to see Trump as a product of larger social forces. As Klein shows, Trump is a logical outcome of interlocking systems of power that give the rich, whites, and men impunity over other humans (and non-human species). We cannot effectively resist Trump's unabashedly plutocratic, racist, sexist, and ecocidal agenda unless we understand where it came from, and have a coherent vision of a better world. While this is obviously a short treatise, it does those things very well. Bravo, Ms. Klein.

This book is a coming together of the major themes in three previous books by Naomi Klein: No Logo, Shock Doctrine, and This Changes Everything. The discussion of Trump as a brand is really interesting and insightful, and harkens back to No Logo. The book also explores both Trump and Pence in relation to "shock" tactics to try and pass through undesirable policies, and serves as a warning if we do experience a shock event (beyond the little ones that Trump creates daily, if not hourly sometimes). Finally, it is climate change that makes this moment - and confronting Trump - so urgent. An excellent, extremely readable and current book for our time.

From the introduction: "This book's argument, in a nutshell, is that Trump, extreme as he is, is less an aberration than a logical conclusion".and "He is also the personification of the merger of

humans and corporations "a one-man megabrand, whose wife and children are spin-off brands" and finally "This is but one attempt to look at how we got to this surreal political moment; how, in concrete ways, it could get a lot worse; and how, if we keep our heads, we might just be able to flip the script and arrive at a radically better future." If that doesn't get your juices running under high pressure than you need to crawl back into your hole and wait to be consumed just like all the other human resources.

Klein raises some good points concerning Trump, but, as she says, she wants utopia. She attributes both evil and good to places that they don't belong. For example, corporations are NOT trying to divide the population with racism. The pure capitalist enterprise is a meritocracy whose sole purpose is to optimize a small set of numbers. There is no benefit to it to promote racism, bigotry, or sexism, either internally or externally. It is frequently amoral, but not immoral; it needs to be limited, but not eliminated. Socialist utopias have failed so far, and are likely to continue doing so. Klein's good points are that there is a present risk the "shock doctrine" will be used to permanently change our institutions; and that Trump has a "brand" that has remained constant -- what you see is all there is.

Naomi Klein is a good writer. She pulls together all the loose ends that one wonders what are all about and what's happening. Although this book reviews her book *Disaster Capitalism*, it's good to be reminded of the forces that rule our world.

As with Ms. Klein's earlier works, this book identifies the essential nature of the situation and describes Donald Trump to a "T". Even though the brand is firmly ensconced in the American politics and economy and the man's behaviors and actions so contrary to the ideals of Americans, she does offer a blueprint for how to resist his shock of the Trump brand.

Naomi Klein was able to reveal the articulation between the private interests of a particular segment of capital, which seizes the governments of the United States. Although it does not present a deeper analysis it is informative enough to understand that it poses a global threat.

I'd love this book for the rationality, smartness and concision of the demonstrations. Great book to pull back from today such an odd and depressing situation and look forward for changes in what we will no longer accept from our politicians, changes also in our own behavior so as to gain a better

future.

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