



Taking On the System: Rules for Radical Change in a Digital Era

Markos Moulitsas Zuniga

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As founder of one of the most influential political blogs, DailyKos, Markos Moulitsas Zuniga establishes the fundamental laws that govern today's new era of digital activism.

The Sixties are over and the rules of power have been transformed. In order to change the world one needs to know how to manipulate the media, not just march in the streets. Markos Moulitsas Zuniga, otherwise known as "Kos," is today's symbol of digital activism, giving a voice to everyday people. In *Taking on the System*, Kos has taken a cue from his revolutionary predecessor's doctrine, Saul Alinsky's *Alinsky's Rules for Radicals*, and places this epic hand-book in today's digital era, empowering every American to make a difference in the 21st century.

As founder of the largest political blog in the nation, Kos knows how it's done, because he's done it with tremendous success. In *Taking on the System*, he shares practical guidelines on how grassroots movements can thrive in the age of global information, while referencing historical and present examples of the tragedy caused without those actions.

The walls between the people and the power the so-called rabble and the so-called elite are being torn down by technology, and a new army of amateurs are storming the barriers to effect political, cultural, and environmental transformation. Readers will come to understand how they too can change the world.

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