



Join the Club: How Peer Pressure Can Transform the World

Tina Rosenberg

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In the style of Nudge or The Spirit Level - a groundbreaking book that will change the way you look at the world. Tina Rosenberg has spent her career tackling some of the world's hardest problems. The Haunted Land, her searing book on how Eastern Europe faced the crimes of Communism, was awarded both the National Book Award and the Pulitzer Prize in the US. In Join the Club, she identifies a brewing social revolution that is changing the way people live, based on harnessing the positive force of peer pressure. Her stories of peer power in action show how it has reduced teen smoking in the United States, made villages in India healthier and more prosperous, helped minority students get top grades in college calculus, and even led to the fall of Slobodan Milosevic. She tells how creative social entrepreneurs are starting to use peer pressure to accomplish goals as personal as losing weight and as global as fighting terrorism. Inspiring and engrossing, Join the Club explains how we can better our world through humanity's most powerful and abundant resource: our connections with one another.

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