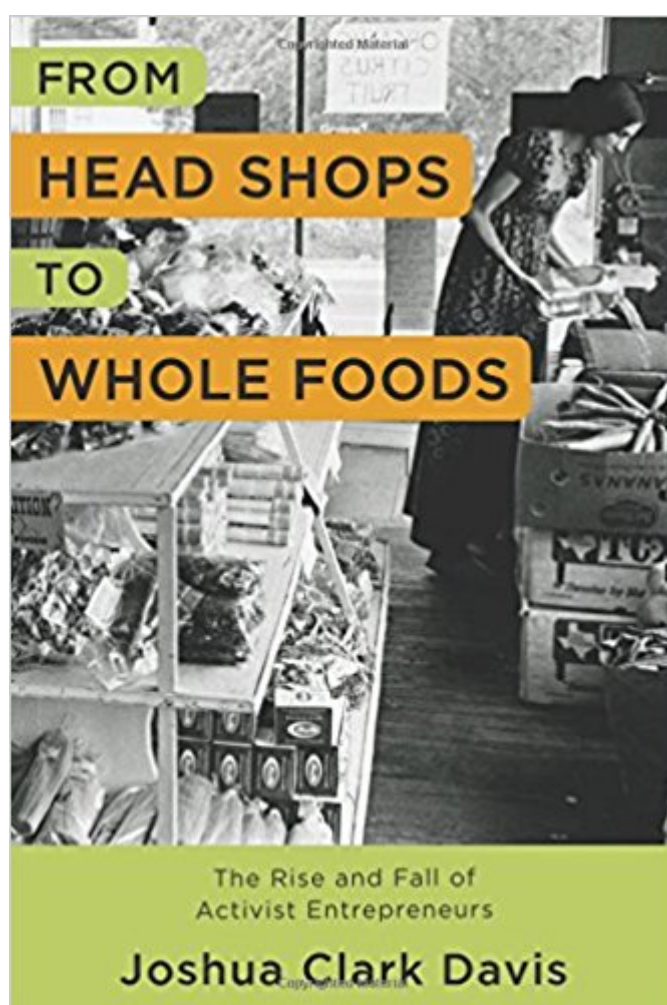


The book was found

From Head Shops To Whole Foods: The Rise And Fall Of Activist Entrepreneurs (Columbia Studies In The History Of U.S. Capitalism)



Synopsis

In the 1960s and 1970s, a diverse range of storefronts—including head shops, African American bookstores, feminist businesses, and organic grocers—brought the work of the New Left, Black Power, feminism, environmentalism, and other movements into the marketplace. Through shared ownership, limited growth, and democratic workplaces, these activist entrepreneurs offered alternatives to conventional profit-driven corporate business models. By the middle of the 1970s, thousands of these enterprises operated across the United States—but only a handful survive today. Some, such as Whole Foods Market, have abandoned their quest for collective political change in favor of maximizing profits. Vividly portraying the struggles, successes, and sacrifices of these unlikely entrepreneurs, *From Head Shops to Whole Foods* writes a new history of social movements and capitalism by showing how activists embraced small businesses in a way few historians have considered. The book challenges the widespread but mistaken idea that activism and political dissent are inherently antithetical to participation in the marketplace. Joshua Clark Davis uncovers the historical roots of contemporary interest in ethical consumption, social enterprise, buying local, and mission-driven business, while also showing how today's companies have adopted the language—but not often the mission—of liberation and social change.

Book Information

Series: Columbia Studies in the History of U.S. Capitalism

Hardcover: 336 pages

Publisher: Columbia University Press (August 8, 2017)

Language: English

ISBN-10: 0231171587

ISBN-13: 978-0231171588

Product Dimensions: 6.3 x 1.3 x 9.1 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #266,719 in Books (See Top 100 in Books) #62 in Books > Business & Money > Processes & Infrastructure > Green Business #71 in Books > Cookbooks, Food & Wine > Special Diet > Whole Foods #407 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

Customer Reviews

Rigorously researched and carefully written, *From Head Shops to Whole Foods* uncovers one of the most unrecognized groups of the American activists in the 1960s and 1970s—activist entrepreneurs. They were widely influential then and remain so today. This book is critical for understanding contemporary companies that celebrate ethical practices and social change. (Ibram X. Kendi, American University, author of *Stamped from the Beginning: The Definitive History of Racist Ideas in America*, winner of the 2016 National Book Award, Nonfiction) *From Head Shops to Whole Foods* offers an important look at the afterlife of the direct action campaigns of the 1960s, recasting the history of small business as a desegregated history of American politics. With a critical eye and swift prose, Davis's book recognizes the centrality of entrepreneurial politics as an expression of and in the making of American political culture, writ long and writ large. Truly exceptional. (N. D. B. Connolly, Johns Hopkins University and cohost of the podcast *BackStory*) Davis has rewritten the sixties. His compelling account reveals how sixties radicals and rebels fought to co-opt capitalism to create a more just, diverse, and free marketplace. They lost more battles than they won, but their victories continue to shape our world. (David Farber, University of Kansas, author of *The Age of Great Dreams*) Joshua Clark Davis's new book is a brilliant tour through a history yet untold, illuminating the fascinating past of a contemporary marketplace that eagerly brands itself as countercultural but which has largely abandoned even as it has been irreversibly shaped by the activist politics that inspired it. (Natalia Mehlman Petrzela, *The New School For Social Research*) In this beautifully written, elegantly conceived, and deeply researched book, Davis traces the histories of 1960s-era small enterprises aimed at alternative forms of capitalism. His clear prose and sharp analysis illuminates the U.S. economy's appetite for reform under capitalism. An essential work. (Charles McGovern, *William and Mary*) [*From Head Shops to Whole Foods*] avoids the stilted language of the academy to produce deft descriptions of African-American bookstores, the head shops of the drug counterculture, the businesses of second-wave feminism, and the arrival of health-food stores and their corporate apotheosis. Using solid, representative examples, Davis traces each vein of activist entrepreneurialism to show how activists' original intentions were frustrated, altered, or abandoned. (Publishers Weekly) Scholarly in tone and approach but accessible and of interest to students of business history as well as to budding entrepreneurs. (Kirkus Reviews) [*From Head Shops to Whole Foods*] makes a valuable contribution to the study of American capitalism and consumerism. It reveals some well-worn paths in American history but in new ways, while also establishing some of the ironic origins of today's corporate citizens. (The Metropole: The Official Blog of the Urban History Association)

Joshua Clark Davis is assistant professor of history at the University of Baltimore.

[Download to continue reading...](#)

From Head Shops to Whole Foods: The Rise and Fall of Activist Entrepreneurs (Columbia Studies in the History of U.S. Capitalism) Whole: The 30 Day Whole Foods Challenge: Complete Cookbook of 90-AWARD WINNING Recipes Guaranteed to Lose Weight (Whole, Whole foods, 30 Day Whole ... Whole Foods Cookbook, Whole Foods Diet) Whole Food: The 30 Day Whole Food Challenge Whole Foods Diet Whole Foods Cookbook Whole Foods Recipes (Whole Foods - Clean Eating) 30 Day Whole Food Challenge: Complete 30 Day Whole Food Diet Meal Plan WITH PICTURES; Whole Foods Cookbook Approved Whole Foods Recipes for Clean Eating and Rapid Weight Loss 30 Day Whole Food Challenge: Complete 30 Day Whole Food Diet Meal Plan WITH BLACK & WHITE PICTURES; Whole Foods Cookbook Approved Whole Foods Recipes for Clean Eating and Rapid Weight Loss Whole Food: The 30 day Whole Food Ultimate Cookbook 100recipes (Whole Food Diet, Whole Food Cookbook, Whole Food Recipes, Clean Eating, Paleo, Ketogenic) Whole Food: 60 Recipes of Complete Whole Food Diet to a Total 30 Day Transformation - The Whole Food 30 Diet Meal Plan Guide (30 Day Calendar Cookbook of Whole Foods) Whole Foods: 30-Day Whole Food Cleanse - Plant Based Whole Foods for Beginners, Including over 50 Delicious Recipes A World Safe for Capitalism: Dollar Diplomacy and America's Rise to Global Power (Columbia Studies in Contemporary American History) 30 Day Whole Food Slow Cooker Challenge: Whole Food Slow Cooker Recipes; Pictures, Serving, and Nutrition Facts for Every Recipe! Fast and Easy Approved Whole Foods Recipes for Weight Loss Whole Foods: Plant-Based Whole Foods For Beginners: 30 Simple and Tasty Recipes for Exciting Meals and Healthy Weight Loss 30 Day Whole Food Slow Cooker Challenge: 100 Whole Food Slow Cooker Recipes with Photos and Nutrition Info for Every Meal; Approved Whole Foods Recipes for Rapid Weight Loss 30-Day Whole Food Slow Cooker Challenge: Whole Food Recipes For Your Slow Cooker Fast ,Delicious and Easy Approved Whole Foods Recipes for Weight Loss! Whole Foods: A 30 Day Whole Foods Challenge to Lose Weight, Boost Metabolism and Prevent Diseases Daniel Fast: 50 Plant Based, Whole Foods Daniel Fast Recipes+Daniel Fast Food List And Breakthrough Secrets (Daniel Fast, Daniel Plan, Daniel Plan Cookbook, Whole Foods, Daniel Fast Cookbook) Whole: The 30 Day Whole Food Diet Cookbook (The Healthy Whole Foods Eating Challenge - 120+ Approved Recipes & One Full Month Meal Plan for Rapid Weight Loss) The Whole Foods Plant Based Diet: A Beginner's Guide to a Whole Foods Plant Based Diet CHEAT SHEET SIMPLY for USA FOODS: CARBOHYDRATE, GLYCEMIC INDEX,

GLYCEMIC LOAD FOODS Listed from LOW to HIGH + High FIBER FOODS Listed from HIGH TO LOW with OVER 375 foods BORN IN THE USA Creditworthy: A History of Consumer Surveillance and Financial Identity in America (Columbia Studies in the History of U.S. Capitalism) Global Capitalism: Its Fall and Rise in the Twentieth Century

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)