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LRR Focus: What is a Strategic Campaign?

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LRR Focus: What is a Strategic Campaign?

Abstract
[Excerpt] Because of experimentation by various unions over the past decade, we can, with some accuracy, define the characteristics of a strategic, or corporate campaign.

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LRR FOCUS: What is a Strategic Campaign?

Because of experimentation by various unions over the past decade, we can, with some accuracy, define the characteristics of a strategic, or corporate campaign. They are:

(1) an all-out effort to resolve a conflict with management to the benefit of workers;

(2) by exploiting the weaknesses and vulnerabilities of the specific employer;

(3) through tactics dictated by all available information about the employer and the unique situation;

(4) that maximizes the mobilization and participation of a resolute, militant union membership;

(5) and involves the media, public, customers;

(6) in a powerful struggle that underscores social and economic justice.

Understanding that companies do move production to low-wage regions and that strikers are permanently replaced, strategic campaigners seek to minimize these risks by offering creative alternatives to replace or augment the conventional strike. The method employs all available information to develop an employer profile and an analysis on which to build a unique, appropriate strategy based on labor's best and most progressive social values.