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"Beyond The Struggle For Proof: Factors Changing The Environmental Movement"

Rose, Chris

Rose, Chris. "Beyond The Struggle For Proof: Factors Changing The Environmental Movement." *Environmental Values* 2, no. 4, (1993): 285–98. doi:10.3197/096327193776679864 .

Until the 1990s environmental non-governmental organizations focused on "issues" to raise public awareness. Recently it appears that though awareness of environmental problems has increased, the high media profile and superficial "greening" of politics and business have actually exacerbated people's feelings of helplessness and detachment. Greenpeace UK is currently addressing its strategies to counter this change.

— Text from The White Horse Press website

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