

**Shannon Hayes. *Radical Homemakers: Reclaiming Domesticity From A Consumer Culture*. Richmondville, New York: Left to Write Press, 2010. Pp. 300. \$23.95 (paper). ISBN 978-0-9794391-1-7**

**Reviewer:** Eva Swidler<sup>1</sup>

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*Radical Homemakers*, clearly a practical manual aimed at a general audience, is an untraditional choice for an academic book review, but seems nevertheless fitting for a journal such as *Theory in Action*. It has garnered widespread attention in the mainstream, with multiple articles about the author and her project in publications such as both the daily edition and the Sunday magazine of *The New York Times*. It has also made a splash in various stripes of the mildly alternative press, with enthusiastic notices in *The Huffington Post* and periodicals such as *Yes!*, and sports cover blurbs by Bill McKibben and David Korten. Perhaps more importantly for us, it seems to have generated a fairly broad, more radical, grassroots buzz: anarchist infoshops stock the book, the *Utne Reader* bookstore as well as the anarchist worker collective AK Press sell it, anti-globalization websites discuss it. A Google search generates roughly 80,000 entries, while this book, self-published by the author's press only a year ago, has now been released in Australia and New Zealand and in a Kindle edition. Clearly this book hit a nerve in wide swaths of general society and successfully spoke to them, while simultaneously being accepted by many as being the 'radical' vision its title claims to be.

I'd contend that a major reason for this book's success is that it is an attempt to connect theory and action, written in a style accessible to a general public. The long-standing American complaint about radicalism,

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