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## *Mobilizing an Asian American Community.* Linda Trinh Vo.

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waste. Chapter four discusses soil, crops, and food, including an interesting discussion of genetically modified foods. Sources and supplies of energy, including alternative sources of energy such as wind and solar, are covered in chapter five. Chapter six offers a very easily comprehended discussion of global warming. Chapters seven and eight discuss air pollution and the ozone layer. Nuclear energy and nuclear waste storage are the topics in chapter nine. The book concludes with a summary of issues addressed in the previous chapters includes suggestions on ways to address some common environmental issues.

The conversational style and avoidance of detailed scientific and technical data make *America's Environmental Report Card* a good resource for general readers interested in increasing their basic knowledge of the environment in the United States. The reliance on polling data and the occasional failure to cite specific evidence for stated claims are limitations but do not detract from the overall presentation or message of the book. The author does, however, fail to discuss the links between ethnicity, socio-economics, and the environment in any meaningful manner, and this an oversight that does detract from the book's usefulness. Nevertheless, this book will be of interest to anyone wishing to gain a basic understanding of the concepts related to the environment and how environmental resources are developed, used, discarded, and stored in the United States.

*Terry V. Shaw, University of California, Berkeley*

Linda Trinh Võ, *Mobilizing an Asian American Community*. Philadelphia, PA: Temple University Press, 2004. \$68.50 hardcover, \$22.95 papercover.

In *Mobilizing an Asian American Community*, Linda Trinh Võ provides a timely and well-written analysis addressing one of the most important issues facing community activists in working with Asian American communities. Asian Americans are the fastest growing ethnic minorities in the United States. They are also the most diverse minority comprised of more than 30 ethnic groups many of whom have historical, cultural, religious, and language distinctions. If there is anything these groups share in common before they migrated to the US, perhaps the only

common element is that they all share a part of the Pacific Ocean from the Asian and Pacific Rim. It is not until their arrival in the United States that they realize they are being referred to as Asian Americans and are being treated as a monolithic group.

It is generally agreed upon by scholars and community organizers that solidarity is one of the most important components in any successful mobilization effort. As such, ethnic identity has typically been treated as an essential basis for bonding a minority community and helping them to pursue their common goals. Paradoxically, given the nature of diversity within Asian American communities, the challenge of how to transcend Asian nationalism into a Pan-Asian American identity for ethnic mobilization purposes has become a black box in the Asian American community research and practice literature.

Võ contends that that community mobilization occurs and is shaped by the larger demographic, socioeconomic and political environment which causes ethnic minorities, in this case, Asian Americans, to respond to the needs and crises that emerge and threaten the overall well-being of the community as a whole. It is in this context that this interesting book provides a detailed account of how Asian Americans mobilized themselves in San Diego through coalition building both within and across different groups making an Asian American ethnic identity possible.

Using what Võ refers to as an interactive mobilization model, different examples of mobilization effort are discussed. These include the development of social services to meet the special needs of the immigrants at the neighborhood level, protests about Anti-Asian images in the media at the cultural level, the demand for access to resources at the economic level, the fight for the inclusion of representation at the political level, and the preservation of a historic district at the geographic and historic levels. She documents the different processes, strategies, conflicts and results of these mobilization efforts in transforming the Asian American community by creating solidarity in San Diego.

Võ's book sheds important light on community mobilization on the basis of ethnicity in a diverse society. There is no single approach or strategy of mobilization effort that can be applied in all settings. In building alliances and setting agendas, community leaders and activists must pay particular attention to the interplay

between the commonalities as well as differences among the stakeholders. The author also shows how community workers need to handle key issues related to community interest. The author has much to offer community organizers. This thoughtful and insightful book is a useful addition to the limited literature on community mobilization among ethnic minorities in general, and Asian Americans in particular.

*Julian Chun-Chung Chow, University of California, Berkeley*

David Maurrasse with Cynthia Jones (Eds.), *A Future for Everyone: Innovative Social Responsibility and Community Partnerships*. New York: Routledge, 2004. \$21.95 paperback.

Corporate social responsibility has become a popular concept in business circles. Based on the idea that business corporations should not be guided primarily by the profit motive but by a wider commitment to contribute positively to the well-being of the communities and societies in which they operate. This idea reflects a growing concern about business ethics and the need for corporations to pursue their activities in ways that are respected by consumers and citizens alike. Faced with growing public hostility as a result of recent well-publicized scandals, the business community is increasingly concerned about ethical issues and the need improve its image.

Although the concept of corporate social responsibility is still poorly defined, it is often used to refer to the provision of financial support by commercial firms to charitable organizations and their efforts to link up with the nonprofit sector. This collection of papers provides further insights into how the concepts of corporate social responsibility is currently used. Based on a conference organized by the Center for Innovation in Social Responsibility (CISR) at Columbia University in October 2001, the book contains ten chapters dealing with different aspects of the topic. These are fairly wide-ranging covering issues such as the involvement of corporations in community development, efforts to improve media reporting of social issues, the contribution of corporations to environmental protection, ethical responsibility in the legal profession, the work of Latino non-profits in the United States, and the spending policies of foundations. The book's opening