Contents

List	of	Illy	istra	tion	C	VII
TISE	VI	III	wila	HULL	3	ATT

- 1 Introduction 1
 Steven Tomlins and Spencer Culham Bullivant
- 2 Australia: Conflict Not Competition 24

 Alan Nixon
- 3 Brazil: The Invisibility of the Brazilian Bus Campaign 51
 Paula Montero and Eduardo Dullo
- 4 Canada: Insights Derived from the Atheist Bus Campaign on the Status of Atheism in Canada's Multicultural Mosaic 81 Steven Tomlins and Spencer Culham Bullivant
- 5 Croatia: Atheist Bus Campaign in Croatia; One Day Stand 114
 Dinka Marinović Jerolimov and Nikolina Hazdovac Bajić
- 6 Finland: The Recognition and Rearticulation of Atheism in Public Discourse 139

 Teemu Taira
- 7 Germany: The Atheist Bus Ads Campaign in Germany 157 Björn Mastiaux
- 8 Ireland: Unbelievable? The Atheist Bus Campaign in Ireland 176

 Leon Dempsey
- 9 Italy: The Regimentation of Identity and Belief; Research Notes on Nonreligious Campaigns in Italy 196 Vanni Gasbarri
- 10 The Netherlands: Shifting Secularities? 216

 Hanna Lehtinen
- New Zealand: The Atheist Bus Campaign in New Zealand; From Buses to Billboards 239 William James Hoverd and Katja Strehle

- Russia: Atheism, 'Blasphemy', State and Orthodox Christianity 262

 Teuvo Laitila
- 13 Spain: The Atheist Bus Campaign and the Uncertain Future of Organized Atheism in Spain 286 Javier Martínez-Torrón and Silvia Meseguer Velasco
- 14 Sweden: Criticizing Religion in 'The World's Most Secular Country' 311 Magnus Hedelind
- 15 United Kingdom: All Publicity is Good Publicity, Probably 334

 Katie Aston
- United States of America: Secularist, Humanist, Atheist, and Freethought Bus Advertisements in the United States; Functions, Responses, and Effectiveness 369

 Casey P. Homan, Marcus Mann and Ryan T. Cragun
- 17 Afterword: The Atheist Bus Campaign 395 Lori G. Beaman

Index 405