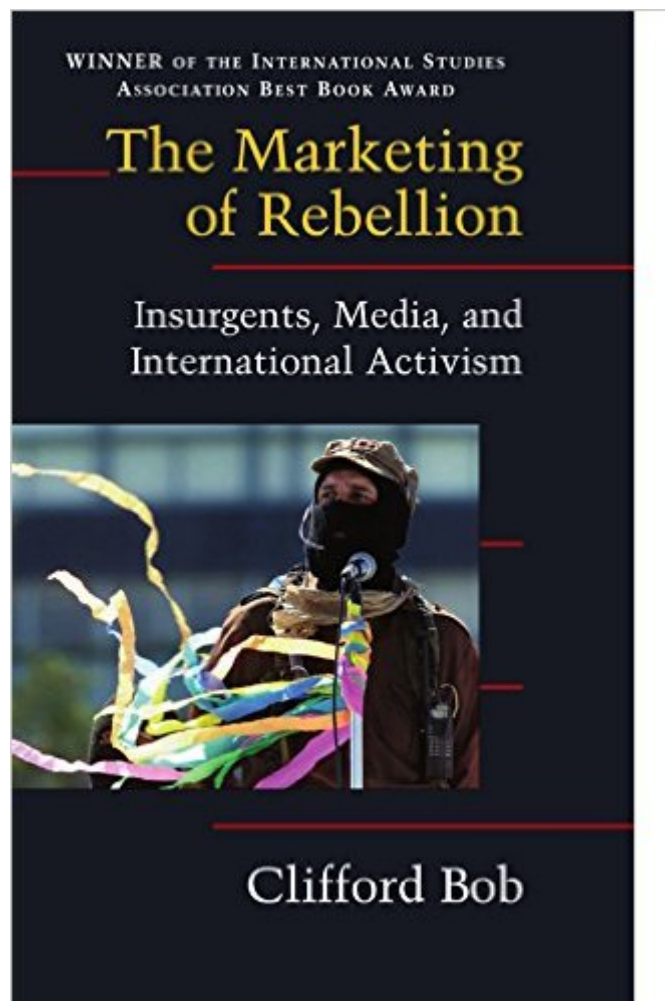


The book was found

The Marketing Of Rebellion: Insurgents, Media, And International Activism (Cambridge Studies In Contentious Politics)



Synopsis

How do a few Third World political movements become global causes, while most remain isolated? This book rejects dominant views that needy groups readily gain help from selfless nongovernmental organizations (NGOs). Instead, they face a Darwinian struggle for scarce resources where support goes to the savviest, not the neediest. Examining Mexico's Zapatista rebels and Nigeria's Ogoni ethnic group, the book draws critical conclusions about social movements, NGOs, and "global civil society."

Book Information

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Customer Reviews

Clifford Bob's *The Marketing Rebellion* is a valuable contribution to our understanding of the NGO sector. The literature on NGOs is not a particularly sophisticated one, heavily populated with self-serving and unenlightening tomes. Bob examines the nexus between third world insurgencies and international NGOs and comes to some interesting findings. This book is a must for those interested in the NGO sector, but also international relations as NGOs have emerged as an important players in their own right in recent years.

I have just start reading the book, so far very good.

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