The Marketing of Rebellion

How do a few political movements challenging Third World states become global causes célèbres, whereas most remain isolated and obscure? The Marketing of Rebellion rejects the common view that needy groups readily gain help from selfless nongovernmental organizations (NGOs). Even in the Internet age, insurgents face a Darwinian struggle for scarce international resources—and, to succeed, they must aggressively market themselves. To make this argument, Clifford Bob systematically compares two recent movements that attracted major NGO support, Mexico’s Zapatista rebels and Nigeria’s Ogoni ethnic group, against similar movements that failed to do so. Based on primary document analysis and more than 45 interviews with local activists and NGO leaders, the author shows that support goes to the savviest, not the neediest. The Marketing of Rebellion develops a realistic, organizational perspective on social movements, NGOs, and “global civil society.” It will change how the weak solicit help, the powerful pick clients, and all of us think about contemporary world politics.

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The Marketing of Rebellion

INSURGENTS, MEDIA, AND INTERNATIONAL ACTIVISM

CLIFFORD BOB
Duquesne University
To Joan
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