



The Marketing of Rebellion: Insurgents, Media, and International Activism (Cambridge Studies in Contentious Politics)

Clifford Bob

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How do a few Third World political movements become global causes célèbres, 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."

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