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| Nota di contenuto | Insurgent groups and the quest for overseas activism -- Power, exchange, and marketing -- From ethnic to environmental conflict: Nigeria's Ogoni movement -- The making of an antiglobalization icon: Mexico's Zapatista uprising -- Transnational marketing and world politics. |
| Sommario/riassunto | How do a few Third World political movements become global causes |

celebres, 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'.
