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foes across borders and within institutions. In these globalized battles, opponents struggle as much to advance their own causes as to destroy their rivals. Deploying exclusionary strategies, negative tactics and dissuasive ideas, they aim both to make and unmake policy. In this work, Clifford Bob chronicles combat over homosexuality and gun control in the UN, the Americas, Europe and elsewhere. He investigates the 'Baptist-burqa' network of conservative believers attacking gay rights, and the global gun coalition blasting efforts to control firearms. Bob draws critical conclusions about norms, activists and institutions, and his broad findings extend beyond the culture wars. They will change how campaigners fight, scholars study policy wars, and all of us think about global politics.