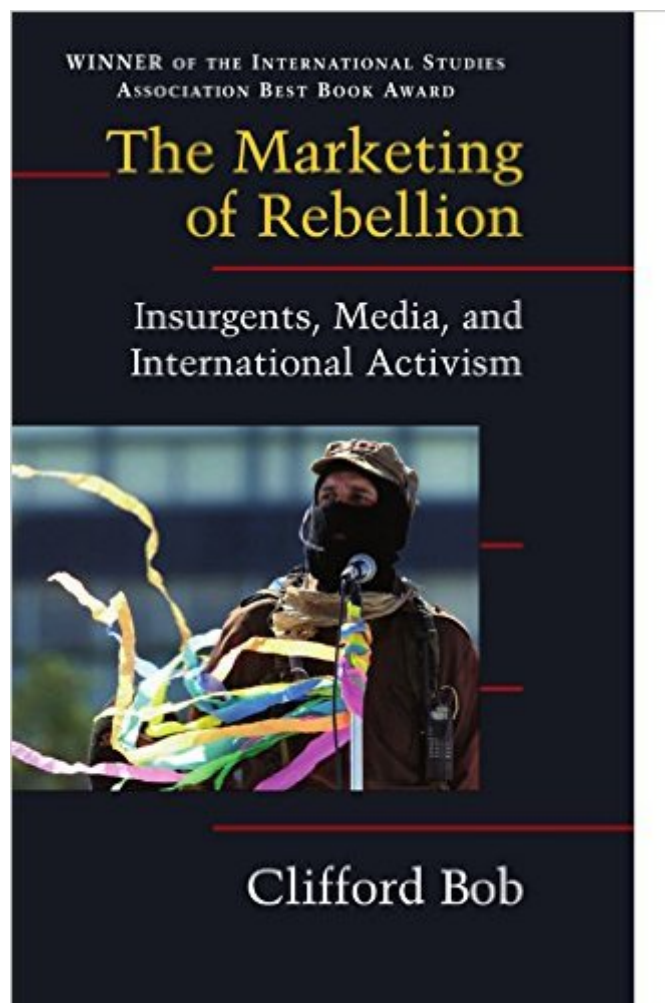


The book was found

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 cœœbres, 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

Series: Cambridge Studies in Contentious Politics

Paperback: 256 pages

Publisher: Cambridge University Press (June 6, 2005)

Language: English

ISBN-10: 0521607868

ISBN-13: 978-0521607865

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #561,482 in Books (See Top 100 in Books) #92 inÂ Books > Politics & Social

Sciences > Politics & Government > Public Affairs & Policy > Non-Governmental Organizations

#332 inÂ Books > Politics & Social Sciences > Politics & Government > Elections & Political

Process > Political Advocacy #966 inÂ Books > Politics & Social Sciences > Politics & Government

> Specific Topics > Human Rights

Customer Reviews

Clifford Bob's The Marketing Rebellion is a valuable contribution to our understanding of the NGO sector operates. 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.

[Download to continue reading...](#)

The Marketing of Rebellion: Insurgents, Media, and International Activism (Cambridge Studies in Contentious Politics) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Cambridge International AS and A Level Travel and Tourism (Cambridge International Examinations) Cambridge International AS and A Level Computer Science Coursebook (Cambridge International Examinations) Cambridge IGCSE® Business Studies Coursebook with CD-ROM (Cambridge International IGCSE) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Politics after Neoliberalism: Reregulation in Mexico (Cambridge Studies in Comparative Politics) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) George McGovern and the Democratic Insurgents: The Best Campaign and Political Posters of the Last Fifty Years Cambridge IGCSE® Computer Science Revision Guide (Cambridge International IGCSE) Cambridge IGCSE® Computer Science Coursebook (Cambridge International IGCSE) Cambridge IGCSE® Computer Science Programming Book: for Microsoft® Visual Basic (Cambridge International IGCSE)