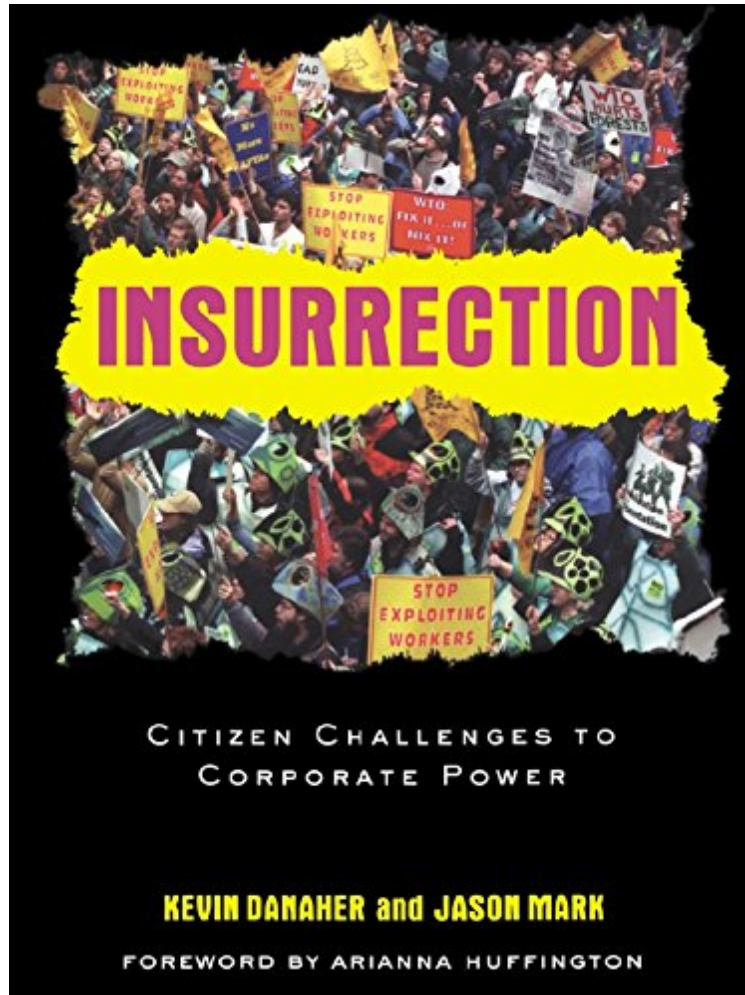


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Insurrection: Citizen Challenges to Corporate Power

Kevin Danaher, Jason Mark

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Kevin Danaher, Jason Mark : Insurrection: Citizen Challenges to Corporate Power before purchasing it in order to gauge whether or not it would be worth my time, and all praised Insurrection: Citizen Challenges to Corporate Power:

5 of 5 people found the following review helpful. This book is worth reading! By Tian Harter In 315 breathless pages this book covers the history of US Corporate accountability struggles and the more recent activist battles over sweatshops, dolphin safe tuna, tobacco, Burma, and rule making in the global economy. In every case the book discusses how the campaign looked to the consumer, the activist, and what the lingering impact of it is. Every chapter ends with at least a couple of pages of "lessons learned". Much space is devoted to the topic of Brands. In the chapter on sweatshops Nike gets lots of attention, primarily because everybody is familiar with them, but also because as a Global Brand they have a name to protect. The authors discuss how the activist goal was to put the company in a situation where "all they had to do to rehabilitate their Brand was stop using sweatshops for manufacturing." They acknowledge how it would be much harder to go after the no-name manufacturers with clothes on the same racks,

even though their sleaze problems could easily be worse. After reading the book I had a better sense of what a Brand is all about. Another topic that gets a lot of attention is how many of our consumer issues have global implications. In the tuna campaign the activists thought they had a great victory when they got Congress to pass a law against the practices that killed so many dolphins. Unfortunately, the tuna fishermen responded to the law by "offshoring", changing their boat registration so they could fly a foreign flag. Sometimes they didn't even move where they fished or docked, they just did their registration paperwork in Mexico or some more exotic Capital. The tobacco companies responded to the shrinking of the American cigarette market by developing markets overseas. Over and over the idea that we need a coordinated international response to this kind of stuff comes up. The lesson is driven home in spades in the case of Burma. Activists worked to get local jurisdictions to vote to stop doing business with the totalitarian regime in power there, a strategy that had worked well in South Africa's case. They were undermined by international agreements that made such initiatives "illegal barriers to trade". Even so, a lot of companies were talked out of doing business there. The country was forced to hold elections, but the pressure was not great enough that the people elected were actually given power. I could almost see frustrated activists saying "well at least we made something happen". The last case recounted is "The Battle In Seattle", where activists shut down the WTO in the full limelight of all kinds of press. They show how many lessons learned about using the Internet to get the word out in earlier campaigns like the Burma one kept the corporations from fully controlling the spin on the news the way they had in previous eras. The authors consider it a great victory that the previously quiet backwater of international trade negotiations was now promoted to the front page of political debate. Told from the activist point of view, the book does a good job of tying all these issues together.

6 of 6 people found the following review helpful. People have the power to redeem the work of fools (P. Smith) By A Customer You come away from this book feeling that people do make a difference, even though progress often happens at a slower pace than we would like, and success often is followed by backlash. The book is well organized, not as a barrage of information, but as a series of well developed stories that have a common thread. Corporate globalization is presented as the race to the bottom by which capital moves freely to wherever cost is lowest, leading to investment where environmental standards are the most lax and exploitation the most severe. The prescriptions for change are debatable, yet worthy of debate.

From uncovering major retailers' links to sweatshop abuses and revealing the deception of American tobacco companies, to questioning corporations' ties to repressive dictators, shaming food processors into selling dolphin-safe tuna and demanding that businesses stop destroying old growth forests, citizens have become far more aggressive in directly challenging corporate behavior. Written by two activists who are constantly in the eye of this storm, *Insurrection* charts the growth of this dissatisfaction and gives us a glimpse of where this movement might be heading.

From Publishers Weekly Some policy analysts believe our government is so beholden to corporate interests that it is morphing from democracy to plutocracy. Danaher and Mark, co-founder and communication director, respectively, of the human rights group Global Exchange, believe citizens can fight back against corporate rule, and here they detail cases where they have done so to protect the environment and public health, and to protest corporate links to abusive regimes and oppose economic globalization. Different chapters focus on the fight against sweatshops abroad ("one of the most vigorous strands" of the anti-globalization fight), the long legal fight against Big Tobacco and the fight for democracy in Burma, which involves targeting corporations that do business with that repressive regime. Despite setbacks, the movement remains optimistic, the authors note, and anyone interested in learning more about it would do well to start here. Copyright 2003 Reed Business Information, Inc. If you're waiting for the rallying cry to join the historic battle against global corporate greed, here it is! *Insurrection* -- the time is now. — Jim Hightower, author of *Thieves in High Places: They've Stolen Our Country and It's Time to Take It Back!* This book is not another sad-faced whine telling us what we already know. It details real victories against corporate dictatorship, and how we can help do more. — Jello Biafra *Insurrection: Citizen Challenges to Corporate Power* provides invaluable information about important recent challenges to corporate arrogance by various organizations within the US movement for corporate responsibility. The documented histories of anti-sweat shop, anti-tobacco, anti-WTO, Free Burma, and pro-democracy campaigns make clear that corporations are not invincible. Kevin Danaher and Jason Mark also make a compelling case for why the movement must not only continue to demand responsibility from individual corporations, but must also move on to demand that government enforce corporate accountability in general. Danaher and Mark's experience as activists as well as researchers makes their discussion of anti-corporate strategy and tactics, and their suggestions for how to transform the movement for corporate responsibility into a movement for global democracy particularly insightful. — Robin Hahnel, American University, and Author of *The ABCs of Political Economy: A Modern Approach* About the Author Described by The New York Times as the "Paul Revere of globalizations"; woe, Kevin Danaher is the author or editor of ten books about globalization, and the co-founder of the human rights organization Global Exchange. His book *Corporations Are Gonna Get Your Mama* was named one of the best books of 1997 by The Progressive. His op-eds have appeared in The Washington Post, The Christian Science Monitor, Los Angeles Times, and the San Francisco Chronicle. Jason Mark, a one-time reporter, has helped develop corporate

accountability campaigns targeting Nike, Starbucks, Procter Gamble, and Ford Motor Company. His op-eds have appeared in the Miami Herald and the San Francisco Chronicle. This is his first book. To learn more about their work, visit www.globalexchange.org.