Please send me _______ copies in cloth of Unexpected Power at $36.00 (£20.40) each.
Please send me _______ copies in paper of Unexpected Power at $14.36 (£8.40) each.

❍ Check enclosed  ❍ AMEX  ❍ Discover  ❍ MasterCard  ❍ Visa  Expiration date _____/_____

Card # ____________________________ Signature ______________________________________
Name __________________________________________________________________________________
Address __________________________________________________________________________________
City ______________________________ State ________________________ Postcode _______________
Telephone ______________________________________________________

Make checks payable to Cornell University Press in U.S. dollars, drawn on a U.S. bank. California residents, please add 8.25% sales tax. Indiana Residents please add 6% sales tax. New York residents, please add 8% sales tax (including on postage & handling). Canadian residents, please add 7% GST. Please include $5.00 for postage and handling of first book in United States or Canada ($5.50 outside North America), and $1.00 ($2.00) for each additional book. Unless you specify otherwise, we will ship North American orders by UPS or RPS, and we will ship orders outside North America by USPS or ISAL. Other methods of shipment require additional charges.

PR CODE: CAU6  TO ORDER BY
Phone: 607-277-2211  Fax: 1-800-688-2877 (U.S. and Canada only)
Email: orderbook@cupserv.org  Web: www.cornellpress.cornell.edu
Mail: CORNELL UNIVERSITY PRESS, P.O. Box 6525, Ithaca, NY 14851-6525
U.S. human rights advocacy has long focused on civil and political rights-issues such as torture, censorship, and lack of democratic freedoms abroad. In the 1990s a series of high-profile anti-sweatshop and fair-trade campaigns shifted the spotlight to labor issues. But as human rights activists in the United States and elsewhere take up the cause of economic exploitation, they don’t always agree on the nature of the problem, or on what should be done to address it. What is more, they do not necessarily have the final say: in many cases, the focus of a campaign will shift when local activists make their voices heard or when the imported aims of nongovernmental organizations conflict with the goals of the people they intend to help.

Shareen Hertel explores the dramatic negotiations within cross-border human rights campaigns. Activists on the receiving end of such campaigns do much more than seek the help of powerful allies beyond their borders. They often also challenge outsiders’ understandings of basic human rights-in some cases, directly (by “blocking” campaigns intended to help them) and in other cases, indirectly (by employing “backdoor moves” aimed at more subtly introducing new human rights norms). Hertel looks closely at struggles for human rights in two contexts: Bangladesh, where activists challenged the understanding of human rights central to an international campaign to prevent child labor in that country, and Mexico, where activists sought to broaden the scope of efforts to prevent discrimination against pregnant workers in their country. Hertel connects these unexpected challenges to a new wave of international advocacy, and thereby illuminates democratic struggles in the new global economy.

Advance Praise for Unexpected Power:
“Unexpected Power is a signal contribution to the growing body of social-science literature on international policy ‘campaigns’ and the dynamics of exchange among activist organizations in the developed and developing countries of the new landscape of globalization. Shareen Hertel has compiled a rich store of primary interviews with important actors on all sides and woven relevant documentary sources throughout the book.”

—Lance Compa, Cornell University, author of Unfair Advantage

Shareen Hertel is Assistant Professor of Political Science at the University of Connecticut.
For an interview, contact Professor Hertel at shareen.hertel@uconn.edu