



Moralizing the Corporation: Transnational Activism and Corporate Accountability

Boris Holzer

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'The argument of this book is so powerful and convincing because it focuses on global subpolitics: the corporate (ir)responsibility, the power of its critics, and the consuming citizen. This shift of perspectives and its sophistication makes *Moralizing the Corporation* a must-read for anyone interested in the dynamics of globalization.'

- Ulrich Beck, University of Munich, Germany

'*Moralizing the Corporation* offers a multi-disciplinary analysis of the conflicts between transnational corporations and transnational advocacy groups. The book is theoretically sophisticated and full of interesting and nuanced empirical findings that generate new knowledge about the relationship between politics and markets. It views transnational corporations as quasi-public institutions and explains their vulnerability to the "non-state authority" of political consumers and protest groups. Holzer develops theory on transnational subpolitics and corporate reflexivity and should be read by scholars and activists alike.'

- Michele Micheletti, University of Stockholm, Sweden

This insightful book examines how transnational corporations respond to the challenges of anti-corporate activism and political consumerism. In prominent cases involving major corporations such as Nestlé, Nike and Royal Dutch/Shell, transnational activists have successfully mobilized public opinion and consumers against alleged corporate misdemeanours. Campaigns and boycott calls can harm a corporation's image but, as this book points out, public scrutiny also gives corporations the opportunity to present themselves as responsible and accountable corporate citizens who subscribe to the very norms and values propagated by the activists.

Academics, scholars and postgraduate students in international business management, organization studies, social movement studies and political sociology will find this book invaluable.

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