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THE BOYCOTT BOOK
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The consumer boycott is an effective tool of public pressure on and protest against multinational corporations, whose presence in several continents allows the boycott to go global. The Nestlé Boycott, the longest-standing consumer boycott, represents the civil society's deepening belief that life is more precious than profits, and that corporates have a social responsibility which they must exhibit and adhere to.

The Nestlé Boycott is a successful boycott because it has stopped violations of the International Code of Marketing of Breastmilk Substitutes. It has shifted Nestlé's policy over labelling in many countries. But most of all, it has forced Nestlé to become defensive about its marketing practices.

THE **BOYCOTT** BOOK looks at the strategies that make the Nestlé Boycott a successful boycott in more ways than one.

