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### Language

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McDonald's has been one focus for resistance, for example through a well-publicized libel trial of two members of London Greenpeace from 1992-97, with the judge finding for McDonald's on 5 issues, but for the defendants on three; and in February 2005 the European Court of Human Rights ruled that their rights were violated when they were refused legal aid. Nestle's has been targeted by an extended boycott because of its misleading marketing of baby milk in Africa.

Local resistance to Coca Cola, and to Nestle's bottled water plants. for their excessive and sometimes illegal use of water supplies is covered under 'water privatization ', A.7.a.

Bove, Jose, [A Farmers' International?](#) [1], New Left Review, issue 12 (Nov/Dec), 2001, pp. 89-101

Discusses the Confederation Paysanne and the farmers' international Via Campesina, but also gives account of French farmer resistance to McDonald's.

Fazal, Anwar ; Holla, Radha, [The Boycott Book: Two Steps Forward and One Step Back: Lessons from the Nestle Boycott \(1977-1984\)](#) [2], 2004

Gill, Lesley, ["Right There With You": Coca-Cola Labor Restructuring and Political Violence in Colombia](#) [3], Critique of Anthropology, Vol. 27, issue (Sept), 2007, pp. 235-260

Johnson, Douglas A., [Confronting Corporate Power: Strategies and Phases of the Nestle Boycott](#) [4], Research in Corporate Social Policy and Performance, Vol. 8, 1986, pp. 323-344

Vidal, John, [McLibel: Burger Culture on Trial](#) [5], Basingstoke, Macmillan, 1997, pp. 354

Detailed account of the trial of two members of London Greenpeace, who refused to withdraw a leaflet denouncing McDonald's.

See also:

Naomi Klein, [No Logo](#) [6], ([A.4 Resistance to Multinationals](#) [7]), pp.387-96 on anti-McDonald's campaign.

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#### **A.4.c. Food and Drink Multinationals**

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