

## CONTENTS

<i>List of figures</i>	ix
<i>Acknowledgements</i>	x

<b>1</b>	<b>Introduction</b>	<b>1</b>
1.1	Selling Global Justice	1
1.2	Global Justice in Competition	5
1.3	New Branding and New Tribunalism in the 1990s	10
1.4	Pro Logo or No Logo?	12
1.5	The Ideal and Material Worlds of Global Justice	14
1.6	The Aesthetics of Global Justice	16
1.7	The Erasure of the Political	18
1.8	'Occupying' Global Justice	19
1.9	A Structure by Way of Key Points	20
1.10	Global Justice Discontents and Alternatives	21
<b>2</b>	<b><i>Ad-Vocacy: What Is Marketing in Global Justice?</i></b>	<b>24</b>
2.1	Introduction	24
2.2	What Is Marketing?	27
2.2.1	Branding	28
2.2.2	Advertising	34
2.2.3	Public Relations and Publicity	36
2.2.4	Public Diplomacy and Place Branding	37
2.2.5	Propaganda	39
2.3	Marketing Practices at the International Criminal Court	41
2.4	Global Justice in the Attention Economy	44
2.4.1	Spectacle	46
2.4.2	Stereotypes	50
2.5	Global Justice in a Globalised (and Neoliberal) World	52
2.6	Global Justice in a World of Legalised Morality	56
2.7	The Global Justice Sector	57
2.8	Conclusion	59

<b>3</b>	<b>A Brand New Justice: How Global Justice Became Marketable in the 1990s</b>	<b>60</b>
3.1	Introduction	60
3.2	History and the Questions Asked	63
3.3	Marketing in the 1990s	65
3.3.1	Branding Lifestyle	66
3.3.2	Commercialisation from Individualism to Socialism	67
3.3.3	Intellectual Property Protection and Value	69
3.3.4	Branding Beyond the Corporate Space	71
3.3.5	Contradictions and Backlashes	74
3.4	International Law in the 1990s	76
3.4.1	New Interventionism	78
3.4.2	An International Economic Order	83
3.4.3	The Rise of Individual Criminal Accountability	86
3.4.4	Contradictions and Backlashes	92
3.5	Conclusion	94
<b>4</b>	<b>'A Picture Worth More Than a Thousand Words': The Value of Global Justice</b>	<b>96</b>
4.1	Introduction	96
4.2	The Value of Global Justice	99
4.2.1	Use-Value and Exchange Value	102
4.2.2	Exchange Value and Visibility	103
4.3	A Global Justice Image	104
4.3.1	Images in the Courtroom	108
4.3.2	Publicity Outside of the Courtroom	110
4.3.3	Patronage Publicity	114
4.4	Marketised Global Justice As Mass Distraction	118
4.4.1	Narrowed Visibility As an Impact on Multiplicity	120
4.4.2	Narrowed Visibility As Rendering Structural Violence Invisible	123
4.5	Conclusion	125
<b>5</b>	<b>'Working It': The Brand of the Ideal Victim</b>	<b>127</b>
5.1	Introduction	127
5.2	The Victim: From Forgotten Subject to Brand	128
5.3	Constructing the 'Ideal Victim' of Global Injustice	132
5.3.1	The Victim As 'Weak and Vulnerable'	133
5.3.2	The Victim As 'Dependent'	137
5.3.3	The Victim As 'Grotesque'	139
5.4	Ideal Victim – Ideal Perpetrator – Ideal Representative Interrelationship	142
5.5	Commodification of Victimhood	143

5.6	Alienation from Suffering	146
5.7	Conclusion	149
<b>6</b>	<b><i>Kony 2012: Making an Accused *Famous*</i></b>	<b>151</b>
6.1	Introduction	151
6.2	Marketing Joseph Kony	154
6.2.1	<i>Save Darfur</i> As Precedent	156
6.2.2	Global Justice NGOs	158
6.2.3	The Dissemination Strategy and the Donor As Consumer	163
6.2.4	Backlashes Against <i>Kony 2012</i>	167
6.2.5	Resistance Against <i>Kony 2012</i>	174
6.3	Conclusion	178
<b>7</b>	<b>Special Effects: The International Criminal Court in the Global Market</b>	<b>181</b>
7.1	Introduction	181
7.2	Neoliberalism and the ICC	183
7.3	Enabling the Market	186
7.3.1	EU Interests in an Integrated Trade Law and Criminal Law Regime	189
7.3.2	ICC Interests in an Integrated Trade Law and Criminal Law Regime	191
7.4	Encasing the Market	193
7.5	Crisis at the ICC	196
7.5.1	Backlash Against the ICC	198
7.5.2	Resistance to the ICC	201
7.6	Responses to Resistance	203
7.7	Re-branding the ICC	206
7.8	Conclusion	208
<b>8</b>	<b>Branding the Global (In)Justice Place</b>	<b>213</b>
8.1	Introduction	213
8.2	Place Branding As a Practice and a Field	216
8.3	Nation Branding and International Law	220
8.4	Place Branding and Global (In)Justice	223
8.5	Justice Investment: The Hague and The Netherlands	225
8.6	Transition Tourism and Investment: South Africa	230
8.7	Dark Tourism and the Patron–Client Relationship of Global Justice: Cambodia	233
8.8	Backlashes and Resistance	239
8.9	Conclusion	240

<b>9</b>	<b>'Occupying' Global Justice</b>	<b>242</b>
9.1	Introduction	242
9.2	Reform or Revolution?	244
9.2.1	Strategy and Tactics	246
9.2.2	Decoloniality	247
9.3	Tactics	249
9.3.1	Unplugged Global Justice	250
9.3.2	De-spectacularised Global Justice	254
9.3.3	Unmasked Global Justice	258
9.3.4	Resistance Global Justice	262
9.4	Conclusion	268
<b>10</b>	<b>Conclusion</b>	<b>269</b>
10.1	Postscript	272
	<i>Select Bibliography</i>	274
	<i>Index</i>	303