

Perhaps the most significant development facilitated by the internet has been the emergence of a new service industry — the business of dissent. And there is a business centre — call it *dissent.com* — very effectively operated by a core group of NGOs headed by a new breed of policy entrepreneurs. It's important to stress that the dissent industry is largely a product of the internet revolution. Inexpensive, borderless, real-time networking provides advocacy NGOs with economies of scale and also of scope by linking widely disparate groups with one common theme. As is the case for all innovations there are also important positive feedback loops. An NGO Network established at the Rio Summit in 1992 was used by American, Canadian and Mexican anti-NAFTA advocacy groups and this experience was vital to mobilizing the fight against the Multilateral Agreement on Investment (MAI). The lessons from the MAI were put to use in preparing for Seattle and the Seattle experience was helpful for planning to Washington and Prague and Porto Allegre and Davos and Quebec City and Genoa and so on — and on.

The key assets of *dissent.com* are the ability to use the media to deliver the message. Since the networks are so diverse both in mission and location the message must carry a simple, common theme: for example at Seattle, "Fix It or Nix It"; at Washington, "De-Fund the Fund! Break the Bank! Dump the Debt!". Even when the message and the media are combined with money (for those NGOs successful at mass mailings and securing funds from foundations — mainly American) the viability of the new "business" will depend on not only on the 3 M's but ultimately the saleability of its "product" — anti-globalization, or as some prefer anti-corporate globalization.

In Genoa, the Genoa Social Forum, in charge of coordinating the demonstrations and discussions, wasn't able to control the violence of extremist groups from both the left and right. The police reaction added to the violence and chaos. Even before Genoa a number of mainline NGOs sought to distance themselves from the demonstrations, fearful of being associated with violence. There is probably an inevitable tendency for all protest to attract extremists — a free ride is hard to decline. Escalating violence generates the need for more policy security which encourages more violence among extremists and, of course, Genoa was hardly the end of the story. The impact of Sept. 11 has added to the pressure to adopt new strategies. However, the announcement of the death of the anti-globalization movement after the ter-