Contents

	Preface	page vii
	Figures	xiii
	Tables	xiv
	Abbreviations	xv
1.	Introduction: global markets and transnational social	
	movements	1
	Appendix A: A brief history of AIDS and the AIDS treatment movement Appendix B: Key dates	t 25 29
2.	Industry structure and movement opportunities	32
3.	Drugs = life: framing access to AIDS drugs	58
4.	Movement coherence and mobilization	96
5.	Advocacy strategies to address costs	135
6.	Institutions to stabilize the market	169
7.	Lessons for other campaigns	213
8.	Conclusions: implications for research and policy	255
	References	277
	Index	312