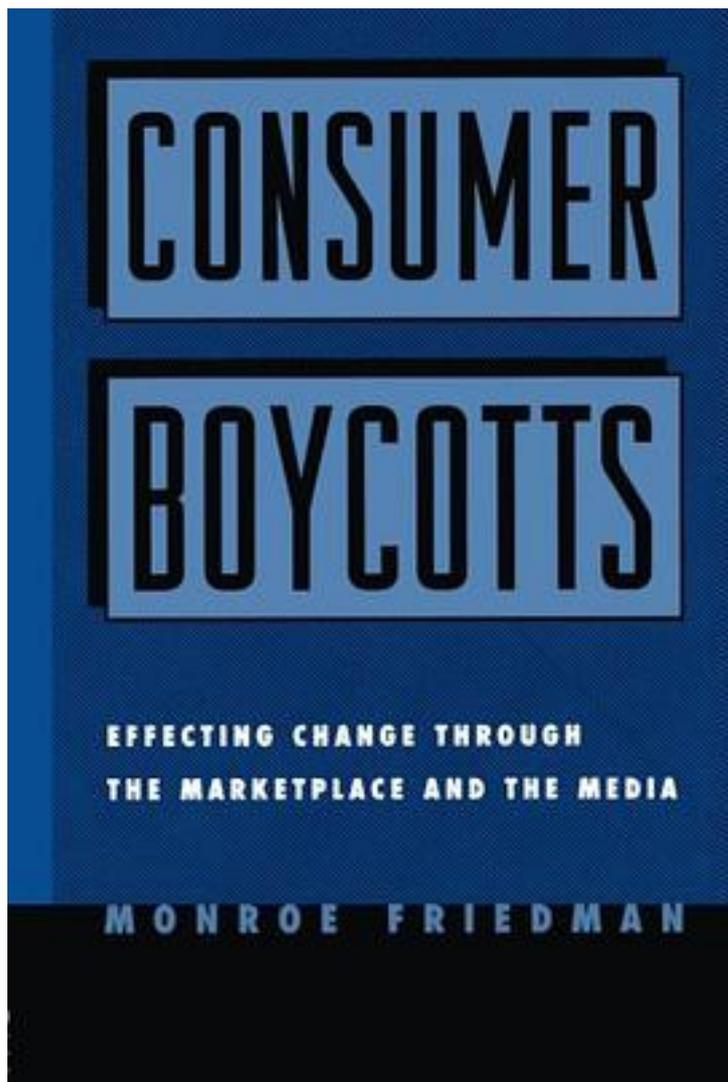


Consumer Boycotts



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著者:Monroe Friedman

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This volume examines consumer boycotts both historically and currently. Drawing on both published and unpublished material as well as personal interviews with boycott groups and their targets, the author discusses different types of boycotts - from their historical focus on labour and economic concerns to the more recent inclusion of issues such as minority rights, animal welfare, and environmental protection. He also documents the shift in strategic emphasis from the marketplace (cutting consumer sales) to the media (securing news coverage to air criticism of a targeted firm). In turn, these changes in boycott substance and style offer insights into larger upheavals in the social and economic fabric of 20th century America.

作者介绍:

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