

[Corporate cancel culture and brand boycotts: the dark side of social media for brands;Corporate cancel culture and brand boycotts: the dark side of social media for brands, Corporate cancel culture and brand boycotts: the dark side of social media for brands]

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920575859&lokasi=lokal>

Abstrak

[This topical book examines and tests the complexities of unintended consequences of social media that often impact brands and companies from both an economic and a reputational lens. This book introduces the term “corporate cancel culture,” highlighting the growing trend among customers to leverage social media to communicate their grievances with companies. This book reports challenges of social media platforms to brands and companies. The challenges addressed entail including social media trolls, the power of influencers, the dark web, cancel culture in sports due to political constraints, social media influencer livestreams, and misinformation. Written by a team of experts from North America, Europe, South America, and Asia, this book showcases realworld expertise in marketing, branding, consumer psychology, economics, and communication. This book also considers solutions for brands and companies who need to address the dark side of social media by offering insights on fostering accountability among brands and business leaders and providing a roadmap to mitigate consumer resistance.

Corporate Cancel Culture and Brand Boycotts: The Dark Side of Social Media for Brands is a must read for students of psychology, marketing, public relations, management, and social media. It will also be of interest to users of social media – both consumers and business/organizations. It is especially valuable for marketing/advertising professionals, social media professionals/influencers, and business executives. It is designed to be read alongside The Dark Side of Social Media: A Consumer Psychology Perspective., This topical book examines and tests the complexities of unintended consequences of social media that often impact brands and companies from both an economic and a reputational lens. This book introduces the term “corporate cancel culture,” highlighting the growing trend among customers to leverage social media to communicate their grievances with companies. This book reports challenges of social media platforms to brands and companies. The challenges addressed entail including social media trolls, the power of influencers, the dark web, cancel culture in sports due to political constraints, social media influencer livestreams, and misinformation. Written by a team of experts from North America, Europe, South America, and Asia, this book showcases realworld expertise in marketing, branding, consumer psychology, economics, and communication. This book also considers solutions for brands and companies who need to address the dark side of social media by offering insights on fostering accountability among brands and business leaders and providing a roadmap to mitigate consumer resistance.

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