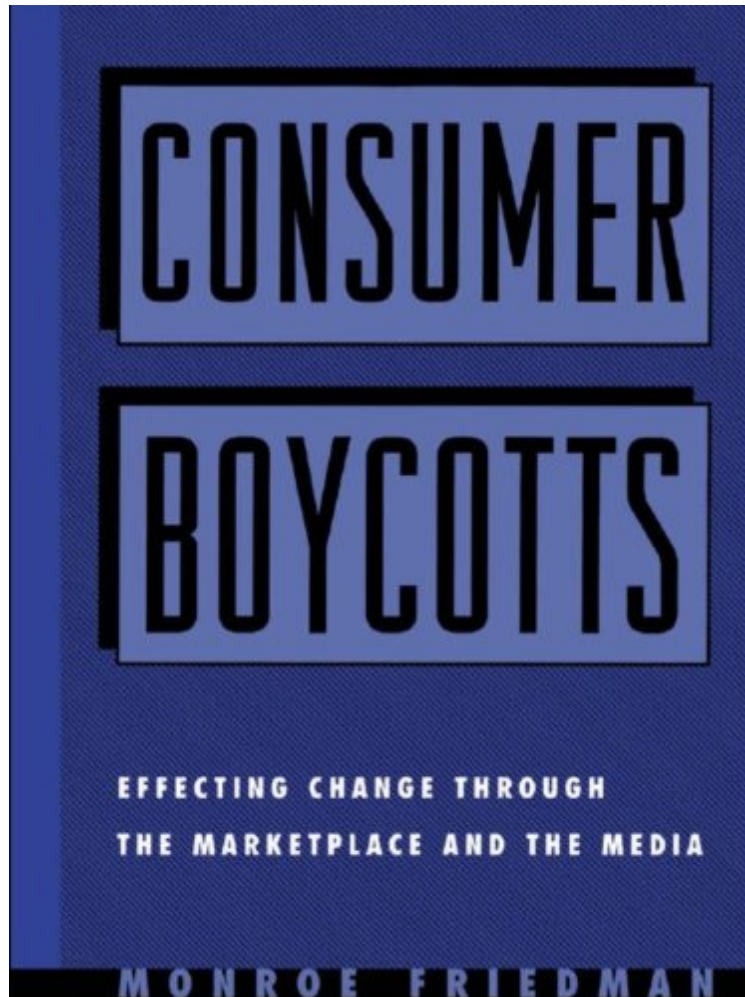


Consumer Boycotts: Effecting Change Through the Marketplace and Media

Monroe Friedman

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Monroe Friedman : Consumer Boycotts: Effecting Change Through the Marketplace and Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumer Boycotts: Effecting Change Through the Marketplace and Media:

5 of 5 people found the following review helpful. Academic Study of BoycottsBy E. Spencer Garrett IVThis book approaches consumer boycotts from an academic perspective. Meaning that it is not the easiest of reads and it is definitely not a "how-to" book. On the other hand it should be helpful to those interested in looking at different strategic approaches to be used in different situations. I think my two biggest complaints are that there are not summaries of each chapter and that the history of boycotts is attached at the end of the book.I teach Business Administration at the University of Southern Mississippi and was interested in the how-to's of boycotts. While the

internet is filled with pages on how-to organize boycotts there is precious little info on what makes for EFFECTIVE boycotts. One Size does NOT Fit All! This book fills that gap by providing stories of past boycotts, how they were organized, and describing their effectiveness. My favorite story in Friedman's book was of Rev. Don Wildmon's attempts to clean up television programming and how he backed into an extremely effective method of keeping the targets of the boycott a secret (be advised this only worked because of the size of his operation and some unusual factors that he was not in control of). Wildmon's response to the TV networks claims of "censorship" is the basis for all consumer boycotts in a free society. From a lay reader perspective, I would recommend that any reader avoid reading the book in order. Rather, read the book's first chapter (definitions), second chapter (factors affecting success), last chapter (historical perspective on tactics) and then the rest of the book or the parts that you feel are most applicable to your situation. I also recommend reading each chapter and then making a summary of what you learned (on index cards would probably be best) so that you don't have to re-read the entire book at a later date looking for the parts that are interesting to you. It may seem that I am nit-picking this book to death, but Forewarned is Fore-armed. Aside from the drawbacks I have described, there aren't many other choices for those considering boycotts to consult that have the breadth of Friedman's book. It is an important contribution to the study of various types of consumer boycotts and their effectiveness and will likely be the standard text on the subject for at least a decade.

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"A must-read for students of the consumer and public advocacy movements and for action-oriented consumer and public interest advocates." -- Mary Gardiner Jones, President, Consumer Interest Research Institute and author of *Electronic House Calls: 21st Century Options* About the Author Monroe Friedman is Professor of Psychology at Eastern Michigan University. He is on the editorial boards of the *Journal of Consumer Affairs* and the *Journal of Consumer Policy* and is author of *A "Brand" New Language: Commercial Influences in Literature and Culture* (1991).