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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	1. What is Hate? -- 2. What is Brand Hate? -- 3. Antecedents of Brand Hate -- 4. Consequences of Brand Hate -- 5. Semiotics of Brand Hate -- 6. Legality of Brand Hate -- 7. Managing Brand Hate.
Sommario/riassunto	This book focuses on the concept of “brand hate” and consumer negativity in today’s digital markets. It explores the emotional detachment consumers generate against valued brands and how negative experiences affect their and other consumers’ loyalty. In today’s world, it is almost impossible not to run into hateful language about companies and their brands in digital consumption spaces.

Consumer hostility and hate is not hidden and silent but is now openly shared on many online anti-brand websites, consumer social networking sites, and complaint and review boards as a result of the Internet's democratic architecture. The book defines consumer brand hate and discusses its dimensions, antecedents, and consequences as well as the semiotics and legality of such brand hate activities based on current brand dilution arguments. It describes the situations which lead to anti-branding and how consumers choose to express their dissatisfaction with a company on individual and social levels. Finally, it provides strategic perspectives on how to handle such situations to achieve better functioning markets for scholars and practitioners in marketing, psychology, and consumer behavior. S. Umit Kucuk has taught marketing, consumer behavior, and statistics courses at the University of Washington, Seattle University, Central Washington University, and Eastern Washington University, USA. He is widely published in the Anti-Trust Bulletin, Journal of Brand Management, Journal of Business Ethics, Journal of Business Research, Journal of Consumer Affairs, Journal of International Consumer Marketing, Journal of Retailing and Consumer Services, Journal of Research for Consumers, Marketing Theory, and Technovation, among others. He is the winner of the 2010 "Citation of Excellence" award from Emerald Management Reviews and his articles are among the most popular and most downloaded in these journals.
