

1. Record Nr.	UNINA9910450518403321
Autore	Friedman Monroe
Titolo	Consumer boycotts : effecting change through the marketplace and the media / / Monroe Friedman
Pubbl/distr/stampa	New York : , : Routledge, , 1999
ISBN	1-135-96042-9 0-203-90040-5 1-280-31675-6 0-203-90041-3
Descrizione fisica	1 online resource (305 p.)
Disciplina	381/.3
Soggetti	Consumer behavior Boycotts Consumer satisfaction Consumer complaints Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [263]-274) and index.
Nota di contenuto	Book Cover; Title; Contents; Acknowledgments; Preface; Consumer Boycott Basics; Factors Affecting Boycott Success; Labor Boycotts; Consumer Economic Boycotts; Minority Group Initiatives: African American Boycotts; Boycott Initiatives of Other Minority Groups; Boycotts by Religious Groups; Ecological Boycotts; Consumer ~Boycotts~; Boycott Issues and Tactics in Historical Perspective; The 1966 Consumer Protest as Seen by Its Leaders; Boycott Observations over Time; Notes; References; Permissions; Index
Sommario/riassunto	Monroe Friedman 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.

2. Record Nr.	UNISA996213106703316
Titolo	Harvard journal of Asiatic studies
Pubbl/distr/stampa	Cambridge, Mass., : Harvard-Yenching Institute, 1936-
ISSN	1944-6454
Disciplina	950.05
Soggetti	Oriental philology Periodicals. East Asia Periodicals Asia Periodicals Asia East Asia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed