

1. Record Nr.	UNINA9910644255903321
Autore	Havard Cody T. <1981->
Titolo	Intense Group Behavior and Brand Negativity : Comparing Rivalry in Politics, Religion, and Sport / / by Cody T. Havard
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031234569 3031234561 9783031234552 3031234553
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (xix, 120 pages) : illustrations
Collana	Palgrave Pivot
Disciplina	016.22 305
Soggetti	Branding (Marketing) Marketing Consumer behavior Social groups Branding Consumer Behavior Group Dynamics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Group Behavior and Negativity: Why Comparisons are Needed -- Chapter 2: Investigating Perceptions of Out-groups in Sport and United States Politics -- Chapter 3: Rivalry and Group Behavior in Sport and Religious Brands -- Chapter 4: Revisiting the Hierarchy of Out-group Derogation and the Out-group Derogation Spectrum -- Chapter 5: Shared Perspectives: Can Common Interests Help Decrease Out-group Derogation? -- Chapter 6: Continuing the Journey.
Sommario/riassunto	In previous books, the author has investigated rivalry in the context of sport and non-sport settings. This book investigates how rivalry and group member behavior manifests in the setting of politics, religion, and sport, three settings of intense group member bias. Building on the

author's Hierarchy of Out-group Derogation (HOD) and Out-group Derogation Spectrum (ODS), it discusses the potential of common interests to drive out-group cooperation. The work ends with a call for future research to better understand how to decrease out-group derogation and negativity. Incorporating research from marketing, psychology, political science, and sociology, this book offers researchers in several fields a new understanding of how setting and group membership influences the ways people view and behave toward out-groups. Cody T. Havard is a Professor of Sport Commerce and the Director of Research in the Kemmons Wilson School at The University of Memphis, USA. He is also the Director of the Bureau of Sport and Leisure Commerce and producer/host of the Being a Fan of Disney Podcast with Cody T. Havard, Ph.D. Dr. Havard researches the rivalry phenomenon in and out of sport to better understand group member behavior and its impact on society.

---