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Soggetti	Consumer behavior Boycotts Consumer satisfaction Consumer complaints
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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.