

Managing Activism: A Guide to Dealing with Activists and Pressure Groups (PR in Practice)

By Denise Deegan

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International research has shown that activism presents a growing threat to organizations. Activists can do untold damage to organizations - to its reputation, sales, profits, share price, employee satisfaction and more. So how should organizations deal with activists and pressure groups? Should they make efforts to take on board their criticism or take defensive action? Denise Deegan believes that the way forward is for companies to understand their motives and be prepared to deal with the methods they are likely to use.

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Managing Activism: A Guide to Dealing with Activists and Pressure Groups (PR in Practice) By Denise Deegan Bibliography

- Sales Rank: #3343575 in Books
- Brand: Brand: Kogan Page
- Published on: 2001-02-01
- Original language: English
- Number of items: 1
- Dimensions: 9.23" h x .49" w x 6.07" l, .56 pounds
- Binding: Paperback
- 192 pages

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Editorial Review

About the Author
Denise Deegan runs a specialist healthcare PR agency in Dublin, where her clients include several leading international pharmaceutical companies. She also lectures for the Diploma in Public Relations at the Fitzwilliam Institute in Dublin.

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