



How a Blog Held Off the Most Powerful Union in America (Paperback)

By Paul F Levy

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The decline in private sector unions in America is well documented, but some unions have bucked this trend, most notably the 2.1 million member Service Employees International Union. Its former president liked to say: We use the power of persuasion first. If it doesn't work, we try the persuasion of power. The targets of SEIU's corporate campaigns find themselves on the defensive and, tied to traditional public responses, are often flummoxed by the intensity and thoroughness of the SEIU's efforts. There is, however, a new arrow in the quiver that can be used by firms that are being attacked in a corporate campaign. Social media offers an effective remedy, if used early, thoughtfully, and decisively. This book tells the story of one such counter-campaign, a story of how a blog held off the most powerful union in America. With a foreword by Professor David P. Boyd, D'Amore-McKim School of Business, Northeastern University What a fascinating story! This is a powerful lesson in winning a battle of perception with the modern tools of transparency and internet...



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Reviews

This publication is wonderful. It normally is not going to expense too much. Its been printed in an extremely straightforward way in fact it is merely following i finished reading this publication where actually transformed me, modify the way i really believe.

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The book is great and fantastic. I could comprehend almost everything using this published e publication. I am just very happy to explain how here is the very best ebook i have study inside my very own existence and could be he greatest book for ever.

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