



A political mediation model of corporate response to social movement activism

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The author examines, using newspaper reports on corporate boycotts in the US from 1990 to 2005, why some corporations that are boycotted are more likely to respond to the demands than others. Brayden concludes that boycotts are more likely to succeed when they attract considerable media attention, and especially if the corporation has previously suffered from attacks on its reputation and from declining sales.

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