

Judul:

[Corporate cancel culture and brand boycotts: the dark side of social media for brands;Corporate cancel culture and brand boycotts: the dark side of social media for brands, Corporate cancel culture and brand boycotts: the dark side of social media for brands]

Pengarang/Penulis:

Subjek:

Corporate image; Corporations–Public relations; Branding (Marketing); Consumers–Psychology; ocial media–Psychological aspects

Nomor Panggil:

e20559687

Penerbitan:

Routledge

Link Terkait:

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)