



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

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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