



Brandjack: How your reputation is at risk from brand pirates and what to do about it

By Langley, Quentin

Palgrave Macmillan. Condition: New. Containing 90+ case studies including BP, Beyonce, Pizza Hut and Chrysler, this is the first book to analyze brandjacking - when organizations lose control of their brand's image online. Combining crisis communication and social media, this book charts the trend's growth, offering advice to those who find themselves at the mercy of brand pirates. Num Pages: 315 pages, biography. BIC Classification: KJC; KJS. Category: (P) Professional & Vocational. Dimension: 224 x 137 x 23. Weight in Grams: 514. . 2014. 2014th Edition. Hardcover. . . . Books ship from the US and Ireland.



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Reviews

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