

Index

10-Ks reports (SEC), 137-139, 143, 148,

150, 154 Carrabba's Italian Grill, etc.), 145 Boot Barn, 155 boycott tweets, see also Twitter; social Abercrombie & Fitch, 142 media, 122, 120-123 activism, see also public backlash; boycotts, see also public backlash; boycotts; firestorms, 65-66 activism as statement of values, 66-68, activists, 54-56 87-88 adverse policies, 1-2, 7, 51-54 corporate responses to, 135-137 counterclaims, 90-93, 135-137, advocacy, political, see also influence-seeking, influence, 167-168 political impact on companies, 3, 160, 66-160, "careful", 81-82, 90, 93, 166 196-197 "creative", 79-81, 90, 93, 165, 190 role of partisanship, 86, 88-89, 106, 194 "distanced", 77-79, 164-165, traditional vs. online, 133-134 185-188 brand damage, 20-21, 132, 135, "hidden", 75-76, 164-165, 184-185, 143-145, 147-154, 194, 196-197 191 brand, corporate company size, 178, 177-179 fragility of, 69-70, 131, 134, 147-149, future research, 202-203 194, 196-197 gender differences, 180, 179-181 impact of social media on, 145, strategies for, 21, 72-74, 79, 83, 144-147 164–165, 167, 184, 188, 192 public perceptions of, 154-155, 160 traditional methods of, 174-179, business interests, see also interest 190-191 groups; special interests, 10–11, advocacy, political 2.5 "creative", 188 buycott, 168 Affordable Care Act (2010), 42 Amazon, 64 "America Is Not a Democracy" Callon Petroleum, 146 (Mounk), 61 campaign contributions, see also American Beverage Association, The, 77 donations, political; philanthropy, American Public Education, Inc., 145 4, 41-42, 174, 176 Ascena Retail Group, 145 careful advocacy, 81-82, 90, 93, 166 assets carve-outs, 2 corporate, 29-31, 69-70 Cassava Sciences, 146 intangible, 69 Chambers of Commerce, 77 astroturfing, 78 Chick-fil-A, 62

Bloomin' Brands (Outback Steakhouse,



Index 239

Citizens United v. FEC, 6
City Limits (Peterson), 27
Coca-Cola Company, 158
community service, see also
 public/municipal services;
 philanthropy, 80
consumerism, political, see also boycotts,
 19–20, 62, 64, 66
consumption good, 6
contract lobbyists, see also lobbyists, 8,
 31, 36, 187, 198
corporate assets, 29–31, 69–70
COVID-19, corporate response to, 204
creative advocacy, 79–81, 90, 93, 165,
 188–190

Darden Restaurants (Olive Garden), 156 distanced advocacy, 77–79, 164–165, 185–188 Domino's, 142 donations, political, *see also* campaign contributions, 75 Dunkin' Donuts, 141

exchange theory, 4–6, 33–35 exit, voice, and loyalty framework, 25

Federal Election Commission (FEC), 32, 75

firestorms, *see also* public backlash; activism; boycotts, 70–72, 82–83 Ford Motor Company, 142

geo-fencing, 187 Google, 142 Goya Foods, 19, 84–85

hidden advocacy, 75–76, 164–165, 184–185, 191 Hirschman, Albert O., 25 Home Depot, 123, 126

identity, political, *see also* signaling, political, 85–86, 88 industry groups, *see also* trade associations, 77–78 influence strategies, 4, 23, 49-50, 164-165, 167, 187-188, 192, 195-197, 200 influence, political, see also influence-seeking, advocacy, political as problem-solving, 37, 38, 193 definition of corporate, 17 extent of, 12, 24 in local government, 13-16 methods of, 4 negative perceptions of, 4, 11, 61-62 theories regarding, 25-26 influence-seeking, see also advocacy, political, influence, political as a relationship, 8-9, 18, 22, 36-37, 48-49, 200 as form of exchange, 4-6, 33 as form of persuasion, 35-36 definition of, 18 impact of corporate mobility on, 26-27 in exit, voice, and loyalty framework, informal, 78, 187-188, 198 public backlash and, 3, 11-12, 19, 130, 193-194 public perceptions of, 128 traditional methods of, 31-33, 41-42, 175 information gaps, legislative, 6-8, 38-40, 198 insurrection, corporate response to, 203 intangible assets, 69 interest groups, see also business interests, 10

job performance, political, 44–48 Johnson & Johnson, 69

King, Steve (Rep.), 19, 62

Land O'Lakes, 19, 62 legislative subsidy, 4, 7, 36, 49 lobbying, *see also* advocacy, political "grassroots", 187–188 as form of persuasion, 6–7 as legislative subsidy, 7, 36 corporate use of, 174, 175 definition of, 4, 31, 33



240 Index

negative perceptions of, 22, 33, 158–159
reporting requirements, 75–76, 200–201
lobbyists, *see also* contract lobbyists, 31, 35, 40, 198

mass public, 60–61, 89–90 mass recruitment, 65–66 Micheletti, Michele, 66 mobility, corporate, 26–31 Monster Beverage Company, 158 Mounk, Yascha, 61

National Restaurant Association, The, 77 negative partisanship, 63 Nike, 123, 126

obsolescing bargain, 26, 28 Ocasio-Cortez, Alexandria, 84 Olive Garden, 19 organized interests, *see also* business interests, 9, 22

PACs (political action committees), 4, 9, 32, 98–101, 174, 176, 181–183 partisanship, 62-65, 68, 81-82, 86, 98-106, 121, 126-128, 194 Peterson, Paul E., 27 philanthropy, see also public/municipal services, 33, 80, 189-190 political action committees, see PACs Political Consumerism, 66 private politics, 55-56 probability, role of, 52, 54, 55, 59, 68, 72-74, 82-83 public backlash, see also boycotts; activism, firestorms influence-seeking and, 3, 11-12, 19, 130, 193-194, 197 internet and, 65-66, 204-205 mass public and, 60-61, 89-90 partisanship and, 62-65, 81-82, 194 probability and, 52, 54, 55, 59, 68, 72-74, 82-83 public/municipal services, see also community service; philanthropy, 188-189

reporting requirements, 75–76, 200–201 risk factors, corporate brand damage, 150–152 company size as, 57, 153, 160–161 gender differences as, 57–59 social media and, 160–161 study methodology, 142–144, 152–153 types of, 135, 141–142, 150, 149–150, 194

Rocky Mountain Chocolate Factory, 141

Securities and Exchange Commission

(SEC), 20, 132, 137, 160 signaling, political, see also identity, political, 68, 123, 128, 193 social media, see also Twitter; boycott tweets, 145, 144-149, 153, 155-156, 204-205 special interests, see also business interests, 10 Starbucks, 158 Stolle, Dietlind, 66 study methodology 10-Ks reports (SEC), 137-139, 143, 148, 150, 154 local government, 16 boycott tweets, 95, 122, 120-123 corporate risk factors, 142–144, 149-150, 152-153, 160-161 influence strategies, 97-98, 111-112, 114, 172–173, 195 influence-seeking, 128 interviews, 139-141, 154, 169, 172-173, 195 lobbying and campaign finance data, 169 - 171Nike, Home Depot, 123-126 PAC donations, 98-101 partisan language, 121, 127, 124-129 partisanship, 101, 102, 103, 105, 107, 108, 110, 96-111, 116, 117, 114-118, 127, 128 political signaling, 128 social media, 94-96, 128-129 survey data, 93-94 Twitter data, 119 Walmart, 96, 98

Target, 157



Index 241

Tiebout model, 27, 28

trade associations, *see also* industry groups, 185

Twitter, see also social media; boycott tweets, 20, 95–96, 119

Walmart, 96, 98, 99–101, 103, 105, 107, 108, 110
wants and needs, political campaign financing, 41 definition of, 9, 18, 23–24, 193 information gaps, 38–40 job performance, 44