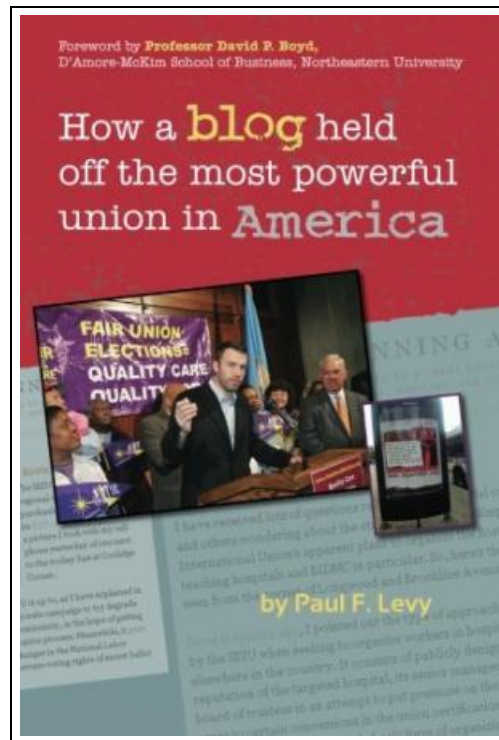


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Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The decline in private sector unions in America is well documented, but some unions have bucked this trend, most notably the 2.1 million member Service Employees International Union. Its former president liked to say: We use the power of persuasion first. If it doesn't work, we try the persuasion of power. The targets of SEIU's corporate campaigns find themselves on the defensive and, tied to traditional public responses, are often flummoxed by the intensity and thoroughness of the SEIU's efforts. There is, however, a new arrow in the quiver that can be used by firms that are being attacked in a corporate campaign. Social media offers an effective remedy, if used early, thoughtfully, and decisively. This book tells the story of one such counter-campaign, a story of how a blog held off the most powerful union in America. With a foreword by Professor David P. Boyd, D'Amore-McKim School of Business, Northeastern University What a fascinating story! This is a powerful lesson in winning a battle of perception with the modern tools of transparency and internet speed. Roni Zeiger MD, CEO Smart Patients Corporate campaigns by unions seek to bypass secret ballot elections that are provided for workers under current law. It was the genius of Paul Levy to capitalize on that anti-democratic deficiency in the union's approach by shining the full light of exposure on this tactic. Supreme Court Justice Louis Brandeis said that Sunlight is said to be the best of disinfectants and Paul's use of social media and his blog was just the disinfectant needed to show a curious public that SEIU's campaign against Beth Israel Deaconess was no public...



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