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**COPING WITH CORPORATE CAMPAIGNS:
PATTERNS OF ACTIVIST INTRUSION©**

James E. Lukaszewski, *ABC, APR, Fellow PRSA*
White Plains, New York, U.S.A.

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ABSTRACT

The “corporate campaign” has evolved into one of the more negative and destructive anti-corporate actions that can be taken against a business or high-profile organization. Labor activists, out of frustration with typical bargaining approaches, originally developed the technique. It first appeared as an identified strategy in the 1960s in an organizing campaign against J. P. Stevens, a textile manufacturer in the South. Today most activist organizations, NGOs, and religious activists use, participate in, or sanction such tactics. Corporate campaigns are part of a large and growing worldwide anti-business attitude. The key concept is to publicly humiliate, denigrate, and embarrass the organization and those who lead it.

In this insightful monograph Mr. Lukaszewski describes corporate campaigns: what they are, how they work, who conducts them, typical activist tactics, corporate behaviors that trigger attacks, Alinsky’s rules, and corporate preparation and response.



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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is the author of the four-volume *Executive Action[®] Crisis Communication Management System* and has published 26 unabridged monographs on critical communication subjects since 1994. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's College of Fellows (Fellow PRSA) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. He is the recipient of both Ball State University's 2004 National Public Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."