

## **ATTACK AND COUNTERATTACK WEB SITE STRATEGY:**

### **TRANSFORMING ATTACK ENERGY INTO MORE SUCCESSFUL CUSTOMER, MEMBER, EMPLOYEE, AND PUBLIC RELATIONSHIPS**

Web-based anti-corporate activism is a serious ongoing concern to all companies and organizations that are or could be targets. Large leading public companies, high-profile products, and noteworthy spokespersons and celebrities are big targets. Each day the Internet is used to discuss and often attack the world's largest consumer products and services companies as well as local high-profile organizations, brands, and individuals.

These attacks can come from unsatisfied customers, disgruntled current and former employees, competitors, stock market manipulators, class action attorneys, extortionists, activists, wackos, and others seeking to cause reputational damage or to pressure, anger, humiliate, frighten or embarrass their targets. Smart targets, meaning honorable organizations and individuals, are learning that these negative attacks can actually build credibility and provide a platform for enhancing reputation. In fact, the more virulent the attack, the better the opportunity.

### **Attack sites are everywhere**

Attack and boycott sites are ubiquitous. There are literally thousands of them. A brief search on altavista.com, under the subject "boycott and Nike," instantly brought up 3,101 results. A similar visit to gripenet.com can bring up thousands more. Then, of course, there is sucks.com.

### **Attack sites:**

- [www.closeindianpoint.com](http://www.closeindianpoint.com)
- [www.amtrek.net](http://www.amtrek.net)
- [www.cokespotlight.org](http://www.cokespotlight.org)
- [www.ebayexodus.com](http://www.ebayexodus.com)
- [www.gapsucks.org](http://www.gapsucks.org)
- [www.globalexchange.org/economy/corporations/gap/posters.html](http://www.globalexchange.org/economy/corporations/gap/posters.html)
- [www.ihatestarbucks.com](http://www.ihatestarbucks.com)
- [www.mcspotlight.org](http://www.mcspotlight.org)
- [www.noamazon.com](http://www.noamazon.com)
- [www.pandgkills.com](http://www.pandgkills.com)
- [www.starbucked.com](http://www.starbucked.com)
- [www.walmartsurvivor.com](http://www.walmartsurvivor.com)



## PRODUCT DETAILS

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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 an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, [www.e911.com](http://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."