



Greenpeace's Unfriend Coal Campaign and Facebook. A Case Study

By Joel Diener

GRIN Verlag Sep 2015, 2015. sonst. Bücher. Book Condition: Neu. 211x149x3 mm. This item is printed on demand - Print on Demand Neuware - Lecture Notes from the year 2014 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,0, Catholic University Eichstätt-Ingolstadt, course: Vorlesung Advanced Business Ethics, language: English, abstract: Once Facebook announced its plan to build a facility in Prineville, it was confronted with critics from the society lead by Greenpeace through their official Facebook profile and Youtube video. Greenpeace objected the decision of Facebook to work with an energy supplier (PacifiCorp) who produces the energy mostly from coal. Greenpeace stated that Facebook should set a positive example for the industry and is financial secured to influence the mixture of their energy supply. So now is the question which strategies are possible for Facebook to realize the plan for the facility which will support the economical weak community without endangering their reputation 16 pp. Englisch.

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