



September 2018

Welcome to News with Edge!

'Mixing Politics & PR'

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Welcome to News with Edge!



What may cause little damage to the Apples, Googles, and Nikes of the world, could wreak havoc on businesses whose customers can more easily choose to place their loyalty, support, and dollars...behind a company whose ideologies align with their own.

Our article this month discusses a hot topic at the moment: The risks and rewards a business must consider before taking a political stance. Enjoy!

And, just a quick note that I will be at [Relativity Fest](#) next week in Chicago. If you are in Chicago or at the conference and would like to meet up, please [email me!](#)

Amy L. Juers, MBA
Founder and CEO
Edge Marketing, Inc.

Edge Insight Article: Mixing Politics & PR



The response to Nike making Colin Kaepernick the face of their latest ad campaign was immediate. Those angered, burned their shoes as the company stock price dipped in the days following the launch of the campaign; but, shortly thereafter, online sales increased by more than 30% and, in just a week, the stock price rebounded.

So, did they really sacrifice all that much?

[Read the article](#)

About the Author

Jennifer Marsnik has been part of the Edge Marketing team since 2007. As a senior consultant she specializes in helping clients to develop and implement strategic marketing and PR plans that support their overall business goals. She has a marketing degree and several decades of experience supporting professional services industries including banking and legal.



Did You Know...?

In a March 2018 article on PsychologyToday.com, Utpal M. Dholakia Ph.D., George R. Brown Professor of Marketing at Rice University, discusses how a company's political stance has the potential to alienate employees and customers, and shifts attention from primary goals.

Citing examples such as Dick's Sporting Goods, Walmart, Delta Airlines, and Metlife, Dholakia provides insight on the two reasons he feels companies, particularly large ones, should steer clear from taking a political stand.

Source:

- [Why \(Most\) Companies Should Avoid Taking Political Stances](#)
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[Relativity Fest - September 30-October 3, Chicago IL](#)
[ARMA Annual Conference & Expo - October 22-24, Anaheim CA](#)
[Winning is Everything - January 23-25, 2019, Las Vegas NV](#)
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