

Brands, the Commercial Sector and Disinformation

Selected Experts on the Topic:

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Areas of concern regarding mis and disinformation are not limited to social media platforms and political discourse. Businesses, corporations and financial markets can be greatly affected by false or misleading information, intentional and otherwise. Whether it's to manipulate stock prices, damage brand reputations or target consumer confidence, disinformation has become a dangerous tactic that marketing and public relations firms may not be prepared to effectively counter. It's important to understand how brands, businesses and companies are currently being targeted and how they respond to attacks such as deepfakes on an organizational level.

Reading Resources:

[Trust, Misinformation And Why Brands Need To Be More Careful Than Ever](#)
(Marian Salzman, Forbes)

[Brands Face A New Online Threat: Disinformation Attacks](#)
(Robert Mcmillan, The Wall Street Journal)

[Business must combat fake news](#)
(Edelman, 2019)

[Fake news can cause 'irreversible damage' to companies—and sink their stock price](#)
(Claire Atkinson, NBC News)

[Disinformation: Companies in the crosshairs](#)
(James Blake, Security Magazine)

[Fake news threatens our businesses, not just our politics](#)
(Matthew F. Ferraro, Jason C. Chipman, Washington Post)

[Disinformation attacks are spreading. Here are 4 keys to protecting your company](#)
(Lisa Kaplan, Fortune)

[What Comes After The Coherence Crash?](#)
(Chris Perry, Medium)

[Mergers: Commission fines Facebook 110 million for providing misleading information about WhatsApp takeover](#)
(2017)

[Dominion vs. Fox News Defamation Filing](#)
(2020)

[Dominion Voting Systems CEO John Poulos talks elections, death threats and lawsuits](#)
(Axios, 2021)