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## Slippery slope of corporate do-gooding



Product boycotts are usually on the consumer level and target a popular, easily recognizable brand. At any given time, [dozens of them are under boycott](#) somewhere in the world. Public boycotts by one company of another are rarer. Carrefour of France recently [delisted PepsiCo](#) for what the retailer called excessively high prices. [Rohlik.cz's boycott](#) of the food products of [Rabbit](#), owned by one of the spokesmen of the tractor protest on Mon., Zdeněk Jandejsek, is different. It's a moral proclamation against a company that isn't widely known but whose [products](#) (eggs, meat, poultry) are widely bought. Logically, some of Jandejsek's critics also want Rohlik to boycott Andrej Babiš's [many brands](#) (Olma, Penam, Tatra, etc.). Rohlik could then add companies to the blacklist that are [still doing business in Russia](#) (Bacardi, Coca-Cola, Ferrero, L'Oréal, Pepsi, Philip Morris, P&G, Storck, Unilever, etc.). The list of good causes is so vast that Rohlik would soon find it had few morally untainted products to sell.

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