Quartz: Mark Zuckerberg and Meta go all-in on Trump

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Rob Lalka, Albert Lepage Professor in Business and professor of practice in management, was interviewed by Quartz for a story about Mark Zuckerberg and Meta's embrace of Donald Trump.

> Just five years ago, when Meta was still called Facebook and said it was focused on making social media healthier and safer, Tuesday’s changes would have been “almost unthinkable,” said Rob Lalka, a business professor at Tulane University.

> “This is not just an overnight thing,” said Lalka, the author of *The Venture Alchemists: How Big Tech Turned Profits Into Power.* “This is Zuckerberg having to make a huge change,” Lalka said.

To read the story in its entirety, visit qz.com:

https://qz.com/mark-zuckerberg-meta-facebook-donald-trump-elon-musk-1851734686