We are about to experience a major marketing transition of one of the most important companies (and our current case study). Last year Facebook told the world how they will be rebranding by changing their name. . How have attempts to re-stablish branding and creating name recognition. Zuckerberg and his team were trying to leave the PR problems of a last year's Whislleblower report of FB not following their own policies, of regulators grilling its executives in Washington, and reports that they didn't do all they could to stop the January attack on The Capitol. Now they are dealing with an enourmous drop in the stock value of the company and criticism of the direction of the company from the inside and outside. The paper must be written in APA format. There must be in-text citations to support the ideas presented.  Utilize the writing center for help with the paper and/or APA format.  This paper is to be typewritten in 10 or 12 Times New Roman or Arial font and double-spaced paper.  Although this is a group paper, it is a single submission meaning the paper must flow as if it was written by one person. · The paper must be submitted to Ouriginal. Plagiarism will result in a failure for this paper. This includes parts of paper that require citations that are not properly cited. · The paper should be a maximum of 10 pages. · Assignment grade will receive 5 point deduction for each day it is late. · All members of the group must submit the paper into the Canvas (reduction of 5 points if each person does not submit paper into Canvas by due date)