



Handbook of Marketing and Society

Paul N. Bloom, Greg Gundlach

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Handbook of Marketing and Society presents the first comprehensive, in-depth examination of scholarly research on how marketing effects the welfare of society. Drawing on the talents of an outstanding team of contributors, the editors have assembled key reviews, analyses, and perspectives on a broad range of research topics including deceptive advertising, warning labels, trademark infringement, antitrust enforcement, environmental labels, privacy protection, social marketing, and corporate marketing. Each chapter covers a different path through which marketing can affect societal welfare. Future research needs are identified in each chapter in order to help focus marketing thinking and to help marketing practice serve society more effectively.

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