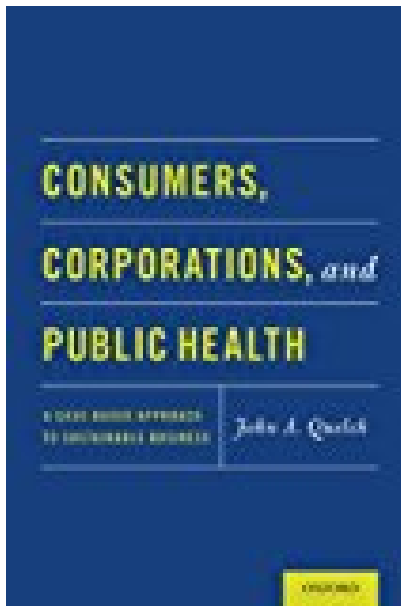


Consumers Corporations and Public Health A Case-Based Approach to Sustainable Business



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BOOK SYNOPSIS

The public health footprint associated with corporate behavior has come under increased scrutiny in the last decade, with an increased expectation that private profit not come at the expense of consumer welfare. Consumers, Corporations, and Public Health assembles 17 case studies at the intersection of business and public health to illustrate how each side can inform and benefit the other. Through contemporary examples from a variety of industries and geographies, this collection provides students with an appreciation for the importance of consumer empowerment and consumer behavior in shaping both health and corporate outcomes.

CONSUMERS CORPORATIONS AND PUBLIC HEALTH A CASE-BASED APPROACH TO SUSTAINABLE BUSINESS

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