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| Disciplina | 338.473621 |
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| Lingua di pubblicazione | Inglese |
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| Livello bibliografico | Monografia |
| Nota di bibliografia | Includes bibliographical references and index. |
| Nota di contenuto | Chapter 1. Introduction -- Chapter 2. The Consumption of Alcohol World-Wide -- Chapter 3. The Stages of Alcohol Abuse: From Initiation to Alcohol Dependence -- Chapter 4. The Consequences of Alcohol Abuse -- Chapter 5. The Prevention and Treatment of Alcohol Abuse -- Chapter 6. Legal Remedies to Reduce the Abuse of Alcohol -- Chapter 7. The Market and the Social and Private Costs of Alcohol Abuse -- |

Chapter 8. Economic Remedies to Reduce Alcohol Abuse -- Chapter 9. The Politics of Corporate and Social Responsibilities -- Chapter 10. Conclusion.

Sommario/riassunto

This title discusses the phenomenon of alcohol abuse as a behavioural disease and the associated costs. The author details alcohol's status as a psychoactive drug; he notes, however, that in contrast to other psychoactive drugs, alcohol has been widely culturally accepted in Western countries and legally available, except in isolated incidents for a short period of time. Joshua considers which policies are being correctly utilised so as to reduce the abuse of alcohol, and how these policies may operate on a supply and demand model. Whereas programs of prevention and treatment operate on the demand side of alcohol abuse, legislation is directed at the supply side of alcohol; that is, dealing with marketing - product, promotion, point of sales and price. This is the second title in a four volume series 'The Economics of Addictive Behaviours', consisting of three additional volumes on alcohol abuse, illicit drug abuse and overeating.
