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	Autore	Moretti, Enrico
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Intro -- Contents -- PART I: INTRODUCTION -- 1 The Corporation: An Overview of What It Is, Its Tactics, and What Public Health Can Do -- 2 Corporations, Public Health, and the Historical Landscape that Defines Our Challenge -- PART II: CORPORATE TACTICS -- 3 Limited Liability and the Public's Health -- 4 Public Relations and Advertising -- 5 Lobbying, the Revolving Door, and Campaign Contributions: The Center for Responsive Politics -- 6 The Tobacco Industry -- 7 The Pharmaceutical Industry, Disease Industry: A Prescription for Illness and Death -- 8 Motor Vehicle Industry -- 9 Alcohol Industry Interests, Global Trade Agreements, and Their Impact on Public Health -- 10 Food and Agriculture Industry -- PART III: TACTICS TO COUNTER THE CORPORATION -- 11 Using Charters to Redesign Corporations in the Public Interest -- 12 A New Democracy in Action -- 13 Legal Strategies: You Are What They Say You Are Eating -- 14 Anticorporate Social Movements: A Global Phenomenon -- 15 Labor Movement Strategies to Address Corporate Globalization -- 16 Campaigns to Change Health-Damaging Corporate Practices -- 17 Public Health Infrastructure: Toward a Blueprint for Change -- 18 Indigenous Peoples' Movements -- 19 The New Politics of Consumption: Promoting Sustainability in the American Market Place -- 20 Spiritual Activism and Liberation Spirituality: Pathways To Collective Liberation -- Appendix -- About the contributors -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P -- Q -- R -- S -- T -- U -- V -- W -- Z.

In this book, authors from around the world reveal the range of tactics used across the corporate world that ultimately favor the bottom line over the greater good.