

# Continuing to Broaden the Marketing Concept

Review of Marketing Research

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## About the Book

*Review of Marketing Research* pushes the boundaries of marketing—broadening the marketing concept to make the world a better place.

This volume brings together leading scholars to explore how marketing can push boundaries to fix some of the most important problems which face society today. Topics covered include; politics, retirement, modelling social marketing data (for alcohol consumption and illegal drug use), feeding the world, data privacy (informing readers as to the varieties of protective options), and environmental sustainability.

Each chapter provides thought provoking discussions which will be relevant to researchers, professionals and students.



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