

American Marketing Association

**Bibliography Series #27**

# Social Responsibility in Marketing: A Selected and Annotated Bibliography

TECHNISCHE HOCHSCHULE DARMSTADT	
Fachbereich 1	
<u>Gesamtbibliothek</u>	
<u>Betriebswirtschaftslehre</u>	
Inventar-Nr. :	17.448
Abstell-Nr. :	A28/862
Sachgebiete :	5.5
	3.8.5

Compiled by: **Ernest B. Uhr**

Virginia Polytechnic Institute and  
State University

and

**Lance P. Jarvis**

Idaho State University



## TABLE OF CONTENTS

Preface .....	v
Sources Cited and Journal Codes.....	vii
1. <i>Social and Societal Issues</i> .....	1
2. <i>Political and Legal Issues</i> .....	12
3. <i>Ecological and Ethical Issues</i> .....	27
4. <i>Consumer Issues</i> .....	35
5. <i>Advertising</i> .....	49
6. <i>Products</i> .....	59
7. <i>Pricing and Credit</i> .....	66
Author Index .....	71