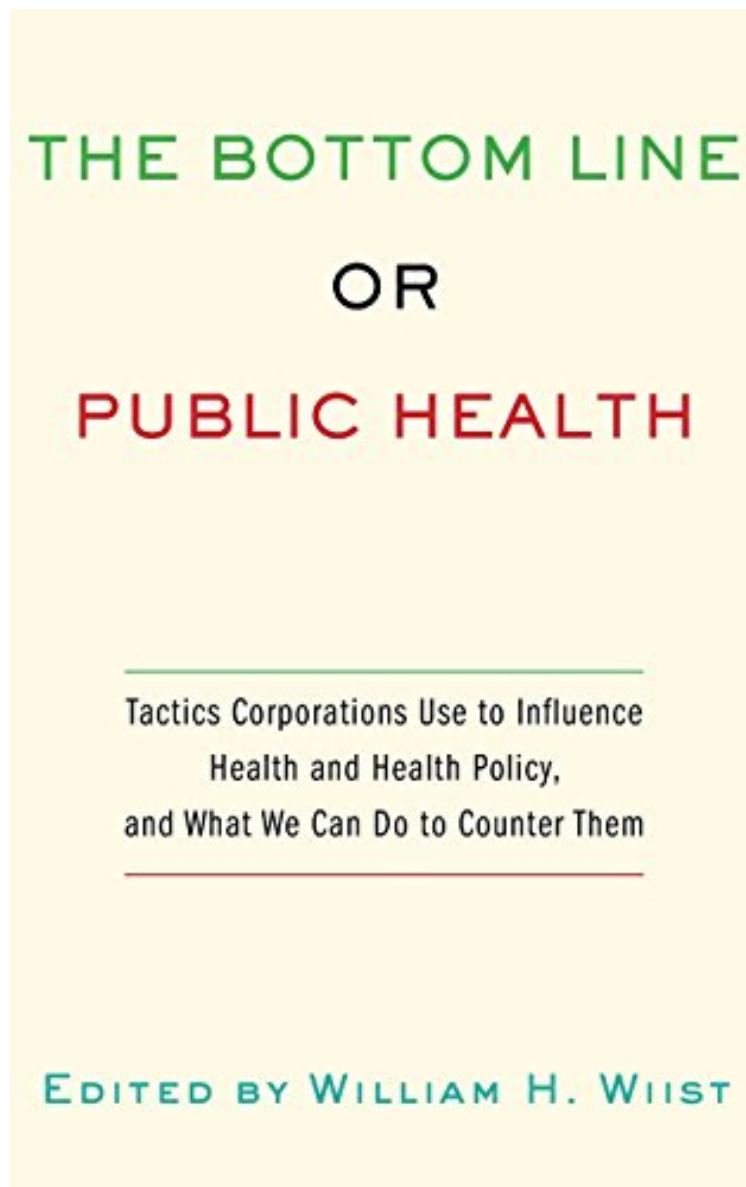


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The Bottom Line or Public Health: Tactics Corporations Use to Influence Health and Health Policy, and What We Can Do to Counter Them

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0 of 0 people found the following review helpful. A Must Read!By my2cThis is a collection of scholarly essays written by people who know what's going on! Wiist's intro alone is worth the price. It walks you through, tactic by tactic, showing how corporations influence policy to favor corporations, and hurt people. And he offers some ideas on how people can counter these tactics.

When corporations claim the same citizenship rights as human citizens, they exercise an undue influence on health policy and democratic processes. Surprisingly, the same basic repertoire of tactics has been found to be employed by corporations to effect this influence, regardless of the specific industry at work. 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. The Bottom Line or Public Health deconstructs some of the most ubiquitous tactics at play, including public relations, political influence, legal maneuvering, and financial power, using the pharmaceutical, food and agriculture, tobacco, alcohol, and motor vehicle industries as illustration. However, there is a growing global movement to counter this corporate force. The book discusses the role of non-governmental organizations, indigenous peoples' groups, health advocates, and social justice activists, and the ways in which they are working to reduce corporate power and put control of policy back in the hands of individuals. The Bottom Line or Public Health is for scholars interested in studying the corporate entity, and for individuals and organizations who want to reclaim democracy for human citizens so that health is placed above the bottom line.

"...well-written, informative, and enjoyable to read. It is a complex and detailed examination of an important issue affecting our health, and it is loaded with useful commentaries, statistics, and references. The editor should be commended for pulling together such a unique resource on global health policy. Future editions would benefit from the addition of a chapter on the positive aspects of corporate contributions to medicine and health through the creation of foundations and institutes. But overall, this book is highly recommended to national and international academics and health policymakers who are at the forefront of the twenty-first-century transformation of medicine and public health. --World Medical and Health PolicyR "...Wiist is especially persuasive in arguing that "externalization of costs is a major corporate activity with a direct effect on human health and the natural environment" from effects as diverse as air and water pollution, to causing specific diseases, to avoidance of taxes and corruption of government officials. The book's contributors focus on five major corporate sectors that seem to have been especially damaging to the public's health: tobacco, alcohol, agribusiness, automobiles, and the pharmaceutical industry." --The LancetAbout the AuthorProfessor, Department of Health Sciences, Northern Arizona University