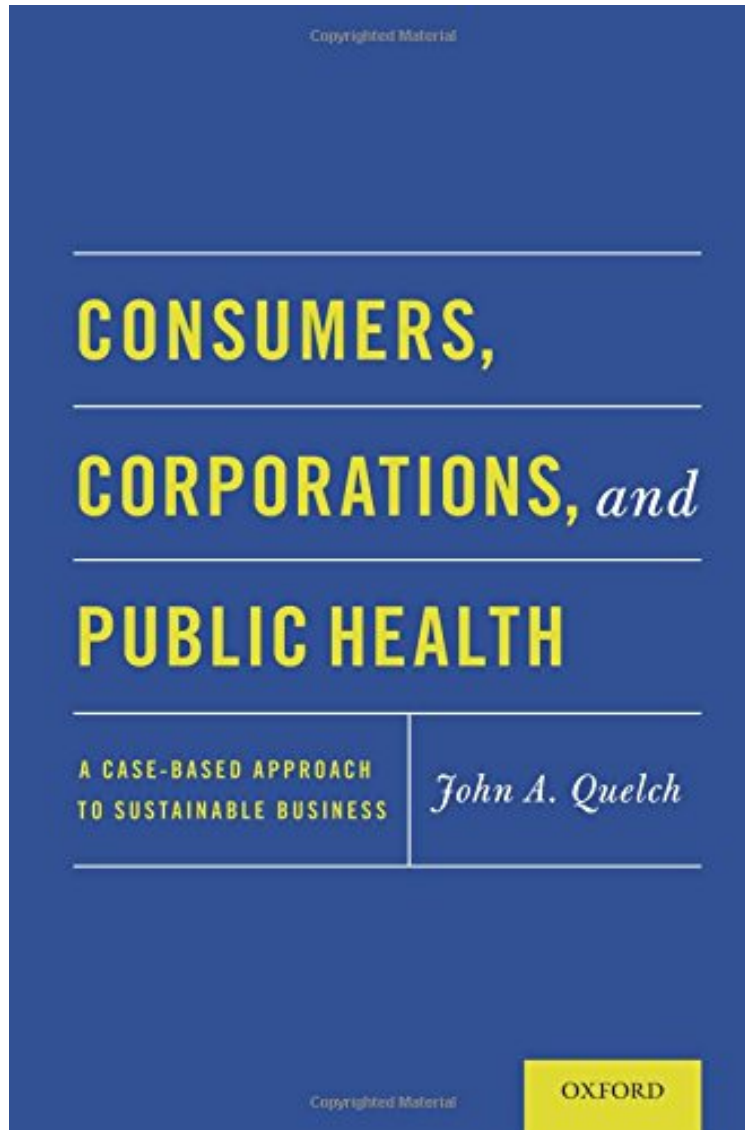


# Consumers, Corporations, and Public Health: A Case-Based Approach to Sustainable Business

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The public health footprint associated with corporate behavior has come under increased scrutiny in the last decade, with an increased expectation that private profit not come at the expense of consumer welfare. Consumers, Corporations, and Public Health assembles 17 case studies at the intersection of business and public health to illustrate how each side can inform and benefit the other. Through contemporary examples from a variety of industries and geographies, this collection provides students with an appreciation for the importance of consumer empowerment and consumer behavior in shaping both health and corporate outcomes.

"This unique collection of case studies demonstrates how important it is for public health and business executives to work together. The health of the individual consumer is the common ground around which this essential dialogue can occur." --Julio Frenk, President, University of Miami; former Minister of Health, Mexico  
"This volume is brimming with lessons for leaders committed to effective health policy. Students will come away with renewed respect for the fascinating intersection between the private sector and public health." --Howard K. Koh, Professor of the Practice of Public Health Leadership, Harvard T.H. Chan School of Public Health; former Assistant Secretary, U.S. Department of Health and Human Services  
"Delivers the clear and important message that all companies in all industries are responsible for public health." --Richard D. Fain, Chairman and CEO, Royal Caribbean Cruises Ltd.  
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John A. Quelch is the Charles Edward Wilson Professor of Business Administration at Harvard Business School and Professor in Health Policy and Management at Harvard School of Public Health.