



Selling Sin: The Marketing of Socially Unacceptable Products, 2nd Edition

By D. Kirk Davidson

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Marketing such controversial products as cigarettes, alcoholic beverages, gambling casinos, firearms, and pornography entails a host of issues not faced by marketers working in industries that do not stir political or social opposition. Davidson discusses the reasons for antagonism within each industry, suggests ways for marketers to counter such criticism or to work around it given the restraints imposed, and explains how specific marketing practices can actually lead to increased hostility in the marketplace. This second edition features a new chapter on specific problems that each industry faces in online marketing, which has exploded in certain cases, especially in gambling and pornography. In addition, the new edition updates the legal environment in which each industry operates.

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Editorial Review

Review

"The book provides a well-researched and interesting examination of the problems that occur when selling unpopular products, whether or not society is divided over the acceptance of the particular product categories examined in this book (or even the marketing of a controversial politician). This volume offers sound advice for managing marketing and deflecting criticism. Selling Sin is an excellent case analysis that both academics and practitioners will find useful. Practitioners may find inspiration in Davidson's recommendations in dealing with the marketing of unwanted products and services. Highly recommended. Graduate, research, and professional collections."-Choice

"Selling Sin is not only an informative book about business practices, but it is also a thoughtful book about society. Its appeal is broad - marketers can learn from past mistakes; professors of marketing and related fields can use it as a text to generate classroom discussions; regulators and members of advocacy groups can learn ways that marketers have circumvented the law; and those simply interested in gaining knowledge of society can take away new insights."-

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About the Author

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