

Description of *Journal of Public Policy and Marketing*
David W. Stewart, Editor

Addressing the dynamic relationship between marketing and the public interest, *Journal of Public Policy & Marketing* is a source for understanding today's most important issues that rest at the nexus of marketing and public policy. Each issue features a wide-ranging forum for the research, findings, and discussion of marketing topics related to business and government, including, but not limited to, issues on innovation, economic development, globalization, ecology, safety and security, nutrition and health, consumer vulnerability and protection, ethics and social responsibility, regulation and deregulation, antitrust, privacy, and intellectual property. *Journal of Public Policy & Marketing* publishes papers that contribute to an understanding of the role of marketing as it arises from and leads to policy decisions and/or legislative and regulatory actions. All types of papers and research procedures are valued by the journal, including surveys, laboratory and field experiments, time series, conceptual analysis, and legal analysis. The journal welcomes both normative and positive-oriented articles, as well as both macro- and micro-level analyses. Papers submitted to *Journal of Public Policy & Marketing* should be explicit about the contribution to marketing and public policy.

Topics that have been the focus of past issues include:

- Pricing and Public Policy
- Marketing to Children
- Helping Consumers Help Themselves: Improving the Quality of Judgments and Choices
- Competition Policy and Anti-trust Law
- Dimensions of Marketing's Relationship to Society
- The Policy, Consumer, and Ethical Dimensions of Covert Marketing
- Transformative Consumer Research: Creating Dialogical Spaces for Policy and Action Research
- Social Entrepreneurship
- Marketplace Diversity and Inclusion
- The Federal Trade Commission
- Policy and Subsistence Markets

More information, including information about how to submit papers, may be found at:

<https://www.ama.org/publications/JournalOfPublicPolicyAndMarketing/Pages/About.aspx>

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