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About the Journal of Public Policy & Marketing

Journal of Public Policy & Marketing (JPP&M) is the premier academic and professional journal that chronicles and analyzes the joint impact of marketing and governmental policies and actions on economic performance, consumer welfare, and business decisions. Written for concerned marketing scholars, policymakers, government officials, legal scholars, practicing attorneys, and executives, JPP&M examines the interface between marketing and public policy and the functioning and performance of the nation's economy.