

# Contents

<i>Preface</i>	ix
<i>Introduction</i>	1
 <b>Part one: ethical purchase behaviour and the social control of business</b>	
1. Capitalism and consumer sovereignty	13
2. Social control of business: corporate social responsibility	43
3. Social control of business: from responsibility and philanthropy to accountability	77
4. Pressure groups and pluralism	98
[ 5.] The boycott tactic	134
6. Pressure groups in the marketing system	167
 <b>Part two: the use and effects of consumer boycotts</b>	
[ 7.] Consumer boycotts of business	199
8. Consumer boycott case studies	233
9. Effectiveness in the use of boycotts and management responses	256
Conclusions	278

## *Contents*

<i>Appendix A: Markets and marketing</i>	296
<i>Appendix B: Other instances of consumer boycotts</i>	298
<i>Notes and references</i>	310
<i>Author Index</i>	346
<i>Subject Index</i>	349