



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

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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