



The Bottom Line or Public Health: Tactics Corporations Use to Influence Health and Health Policy, and What We Can Do to Counter Them

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When corporations claim the same citizenship rights as human citizens, they exercise an undue influence on health policy and democratic processes. Surprisingly, the same basic repertoire of tactics has been found to be employed by corporations to effect this influence, regardless of the specific industry at work. In this book, authors from around the world reveal the range of tactics used across the corporate world that ultimately favor the bottom line over the greater good.

The Bottom Line or Public Health deconstructs some of the most ubiquitous tactics at play, including public relations, political influence, legal maneuvering, and financial power, using the pharmaceutical, food and agriculture, tobacco, alcohol, and motor vehicle industries as illustration. However, there is a growing global movement to counter this corporate force. The book discusses the role of non-governmental organizations, indigenous peoples' groups, health advocates, and social justice activists, and the ways in which they are working to reduce corporate power and put control of policy back in the hands of individuals. *The Bottom Line or Public Health* is for scholars interested in studying the corporate entity, and for individuals and organizations who want to reclaim democracy for human citizens so that health is placed above the bottom line.

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