

**MARKETING AND THE COMMON GOOD: ESSAYS FROM
NOTRE DAME ON SOCIETAL IMPACT**

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Marketing and the Common Good: Essays from Notre Dame On Societal Impact by Patrick E. Murphy and John F. Sherry Jr. New York: Routledge, pp.

Patrick Murphy. Co-Author. Citation. Marketing and the Common Good: Essays from Notre Dame on Societal Impact with Patrick Murphy (Routledge,).

It addresses four major topic areas: societal aspects of marketing and ethical and moral economy and its implications for the common good. Marketing and the Common Good: Essays from Notre Dame on Societal Impact.

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