

# Life, Liberty & the Pursuit of Sound Policy: Research at the Birthplace of Our Democracy

2008 AMA Marketing and  
Public Policy Conference

Loews Hotel, Philadelphia, PA  
May 29 – May 31, 2008



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## Hosted by the Villanova Center for Marketing and Public Policy Research

The Marketing and Public Policy Conference (MPPC) has an extensive history of discussion on the impact of marketing strategies and tactics on consumer, competitor, and societal problems, the complex ways public policy actions affect solutions to these problems, and the resulting influence of these marketing interventions on marketing practices.

Scholars from a variety of academic disciplines are encouraged to attend along with marketing professionals, lawyers, business leaders, legislators and staff members, government representatives, and consumer advocates.

## Marketing and Public Policy Preconference Graduate Student & New Faculty Orientation May 27th - 29th, 2008

The Villanova School of Business is sponsoring a preconference workshop designed for advanced Ph.D. students, junior faculty, and academics who are interested in the field of Public Policy and Marketing.

**For information or to register, call 800.AMA.1150  
or visit [www.MarketingPower.com/publicpolicy](http://www.MarketingPower.com/publicpolicy)**



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