



AIDS and Business (Routledge Advances in Management and Business Studies)

Saskia Faulk, Jean-Claude Usunier

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The spread of HIV/AIDS affects businesses in all sectors, all industries and all countries. For companies and organizations everywhere, the question is no longer whether to take action on HIV/AIDS but which actions to take. Complete with an impressive collection of complex background and research on HIV/AIDS and a foreword by Dr. Peter Piot, former Executive Director of UNAIDS, this volume collects case studies of managers worldwide faced with challenging HIV/AIDS-related management decisions. *AIDS and Business* will fascinate the general reader seeking an understanding of the HIV/AIDS pandemic and to the advanced reader looking to develop a more sophisticated understanding of the impact of the disease.

The case studies in this volume, set in nine countries, detail the issues facing businesses operating in areas where HIV/AIDS prevalence is growing. The topics discussed include understanding the role of social and cultural factors in the spread of HIV, the different organizations and institutions fighting the epidemic, designing an HIV communications campaign, HIV testing, ethical issues, marketing ethics and CSR, condoms marketing, and designing an HIV workplace program. Useful as a resource on HIV/AIDS and business, a set of case studies, or a training tool, this book contains a unique range of tools for learning to understand the epidemic, designed from a grounded and practical business perspective.

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