



# **Social and Economic Control of Alcohol: The 21st Amendment in the 21st Century (Public Administration and Public Policy)**

*Carole L. Jurkiewicz, Murphy J. Painter*

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As a toast to success, a drowning of sorrows, a rite of passage, and the fuel for most social activities, alcohol plays a central role in our culture. Alcohol generates nearly \$160 billion in US revenues annually and is a major source of tax revenue, making the stakes in the modern debate over its use, misuse, and regulation staggeringly high. Factor in the costs of alcohol-related illness and addiction, alcohol-related deaths, evolving social mores, legal precedents, and increasingly aggressive advertising and marketing and an already controversial subject becomes a heated, vigorous, and complicated battle.

Synthesizing the divergent, interdisciplinary perspectives on alcohol sales, regulation, and consumption into a cohesive whole, *Social and Economic Control of Alcohol: The 21st Amendment in the 21st Century* draws on the expertise of key academic and legal figures to become the seminal volume in this burgeoning field of inquiry. Amidst a rapidly changing milieu of regulations, cultures, and emotions, it objectively re-examines issues surrounding the regulation and sale of alcohol with unparalleled breadth, depth, and unbiased focus.

The book examines the foundation and basis for our current regulatory policy and how that foundation has shifted dramatically with changes in the law, marketing, consumer influence, and the impact of alcohol on society. With strong and relevant comparisons to historical studies and evaluations of past legislation, this book presents a critical analysis and definition of concepts and applications regarding alcohol control.

Double-blind, peer-reviewed contributions outline specific concerns related to the development of new laws and policies, and consider how those policies may affect individuals, organizations, law, and society in general. Highlighting current findings and trends, this volume allows for a better understanding of the potential correlation and causal relationship between regulation, sales, and consumption patterns.

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