



# Global Consumer Organizations (Global Institutions)

*Karsten Ronit*

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As corporate activity continues to expand in line with the continued globalization of the economy there is an increasing demand for establishing rules to regulate the trans-boundary activities of firms and their many and complex relations with consumers. Until now, sources of knowledge in this field have been scattered and unsystematic and this volume fills a key gap in current literature, providing a concise and accessible introduction to the role of global consumer organizations.

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The book:

- Provides an historical overview that traces the early attempts made before WWII to formulate elements of global consumer policy, highlighting key issues and initiatives up until the 1980s.
- Outlines the groups of organizations that are responsible for dealing with consumer issues in areas such as trade and development, socio-economics and the environment, including the Organisation for Economic Co-operation and Development, World Trade Organization, International Monetary Fund, United Nations Conference on Trade and Development, and World Bank.
- Analyses the group of special intergovernmental organizations that address the problems of specific consumer segments, industries and service-providers, including the World Health Organization, International Telecommunication Union and World Tourism Organization.

- Evaluates both current and future challenges and dilemmas facing consumer organizations, including addressing the continued issues of coordination between them. ?

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Providing a much-needed overview of this key area in international organization, *Global Consumer Organizations* will be of interest to students and scholars in a range of areas, including international political economy, consumer behaviour, international organizations, economic policy and consumer behaviour.

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