

# Multinational corporations and the impact of public advocacy on corporate strategy - Nestle and the infant formula controversy

**Kluwer Academic - International groups boycott Nestle products to end indiscriminate advertising, 1977**



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v. 6

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**International groups boycott Nestle products to end indiscriminate advertising, 1977**

The community that trusted nestle lost their trust and began to see them as enemies to humanity.

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The company aimed at creating a crisis so that mothers could not have any other alternative other than buying nestle products.

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The Activists throw down the Gauntlet -- the Kennedy Hearings and their Aftermath. It will also appeal to a broad corporate and government audience and to anyone interested in contemporary world affairs and the increasing globalization of socio-economic conflicts. Multinational Corporations and the Impact of Public Advocacy on Corporate Strategy: Nestlé and the Infant Formula Controversy presents an in-depth analysis of the infant formula controversy and the resulting international boycott of Nestlé products launched by various social activist groups and church organizations.

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Nestle did not follow the code which regulates manufacturers and distributors of infant formula by stating that should ensure that each container has a message that cannot be removed, clear and understandable. Book III: Issues and Institution. Sethi was awarded the Reputation Institute Award for Inspiring and Innovative Contribution to Scholarship and Practice.

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