



Mass Marketing & Consumer Fraud: Background, Issues & Data

By Martin A. Parham

Nova Science Publishers Inc. Hardback. Book Condition: new. BRAND NEW, Mass Marketing & Consumer Fraud: Background, Issues & Data, Martin A. Parham, This book explores consumer fraud and identity theft as well as telemarketing fraud which is both the oldest, and in some respects, the most persistent form of mass-marketing fraud that Canada and the United States have been actively combating for more than a decade now. Additionally, this book has three main purposes: first, it will describe the principal trends and developments since 2003 in the four major types of crime associated with mass-marketing fraud. Second, it will summarise the present approaches that law enforcement in both countries have adopted since 2003 and third, it will report on recommendations that the subgroup made in 2003 as part of a bi-national action plan to fight this fraud. Additional recommendations are also examined that would address changes in the nature and types of mass-marketing fraud that have emerged since 2003.



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