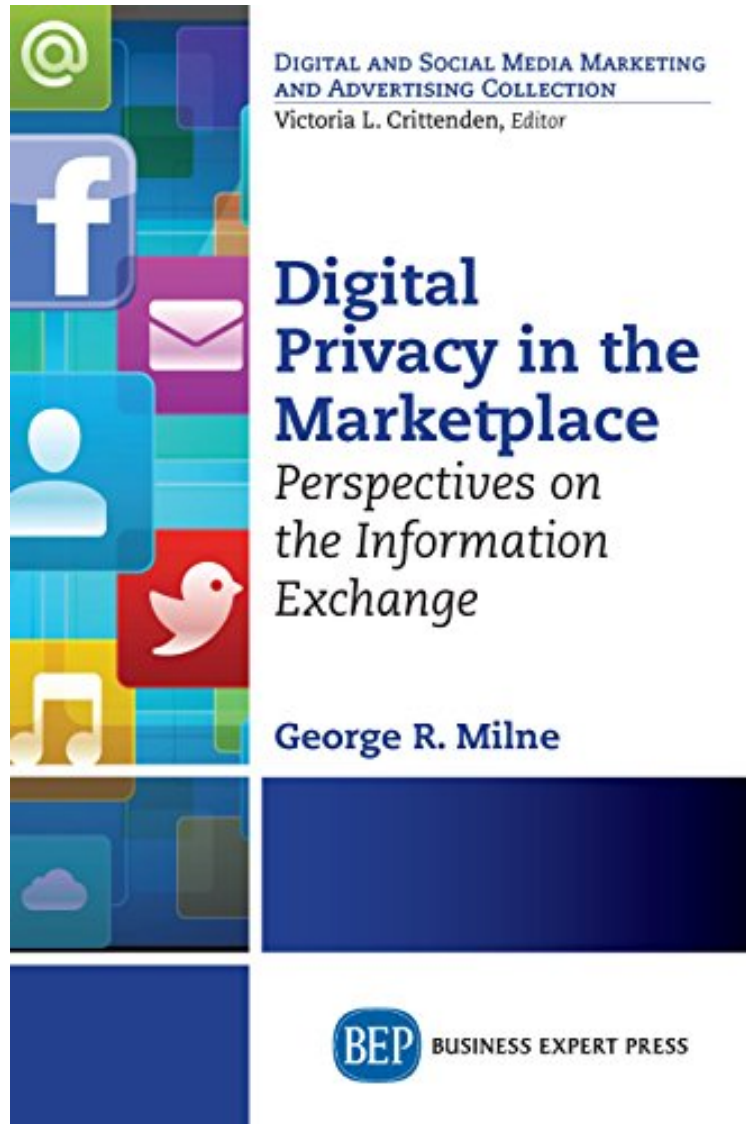


# Digital Privacy in the Marketplace: Perspectives on the Information Exchange

*George Milne*

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Digital Privacy in the Marketplace focuses on the data ex-changes between marketers and consumers, with special

attention to the privacy challenges that are brought about by new information technologies. The purpose of this book is to provide a background source to help the reader think more deeply about the impact of privacy issues on both consumers and marketers. It covers topics such as: why privacy is needed, the technological, historical and academic theories of privacy, how market exchange affects privacy, what are the privacy harms and protections available, and what is the likely future of privacy.

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