“Hiding Politics in Plain Sight” by Patricia Strach delivers a perspective on the way cause marketing has reshaped American political life. The book answers the question of what effect does broad attention in the marketplace have on how issues fare in policy processes and more broadly, on democratic politics. Her work is compelling and provides a logical rationale tied to theory that have real implications for both researchers and practitioners, especially as it relates to nonprofits advocacy efforts. While the premise of this book focuses on “breast cancer policymaking”, the findings from her research illuminates the ways in which activists can use ‘cause marketing’ as a market mechanism to depoliticize and bring awareness to sensitive policy issues. The author proposes a conceptual framework for understanding how policy scholars can move beyond traditional sources of framing and agenda setting to include market mechanisms. Ultimately, her work provides the nonprofit voluntary sector with an alternative approach through which nonprofits can leverage corporate connections to shape policy and politics.