Human trafficking is a global macromarketing system. The purposes of this article are to present an understanding of human trafficking as a marketing system, to explicate the societal effects of that system, and to show how the extent of cross-border trafficking may be estimated. A cluster sample survey was performed in five countries (Belarus, Bulgaria, Moldova, Romania, and Ukraine) where human trafficking is believed to be a substantial problem. Over 5,500 households were interviewed. The nodes of the system through which trafficking takes place, including victim recruitment, transportation, labor exploitation, and victim disposal are also analyzed.

*This article received the Slater Award from the Journal of Macromarketing at the 35th Annual Macromarketing Conference in Laramie, Wyoming in June 2010. Each year, the Charles Slater Memorial Award is given to the authors of the best competitive article published in the past two years in the Journal of Macromarketing.