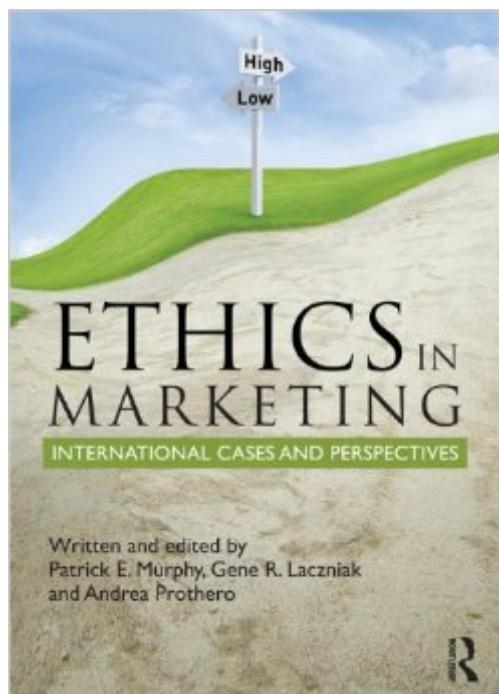


The book was found

Ethics In Marketing: International Cases And Perspectives



Synopsis

Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Caterpillar, Coca Cola, Cadbury and Facebook are featured. The two introductory chapters cover initial and advanced perspectives on ethical and socially responsible marketing, in order to provide students with the necessary theoretical foundation to engage in ethical reasoning. A decision-making model is also presented, for use in the case analyses. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement to the readings for other marketing classes.

Book Information

File Size: 527 KB

Print Length: 193 pages

Page Numbers Source ISBN: 0415783526

Simultaneous Device Usage: Up to 4 simultaneous devices, per publisher limits

Publisher: Routledge (February 13, 2012)

Publication Date: February 13, 2012

Sold by: Digital Services LLC

Language: English

ASIN: B00794TU9W

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #486,177 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #66

in Kindle Store > Kindle eBooks > Business & Money > International > Global Marketing #213

Customer Reviews

Book was mailed right away and in great condition. Case studies are interesting and cover both domestic and international topics.

Worth the money for an additional source for cases. Some of the cases are outdated though because the book is older.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Ethics in Marketing: International Cases and Perspectives Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Religious Perspectives on Business Ethics: An Anthology (Religion and Business Ethics) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business

Marketing, Social Media Marketing) The United States v. Nixon: The Watergate Scandal and Limits to US Presidential Power (Landmark Supreme Court Cases) (Landmark Supreme Court Cases (Abdo)) Media Ethics: Issues and Cases Media Ethics: Cases and Moral Reasoning Case Studies in Biomedical Ethics: Decision-Making, Principles, and Cases Practical Decision Making in Health Care Ethics: Cases, Concepts, and the Virtue of Prudence Ethics in Media Communications: Cases and Controversies (with InfoTrac) Engineering Ethics: Concepts and Cases

[Dmca](#)