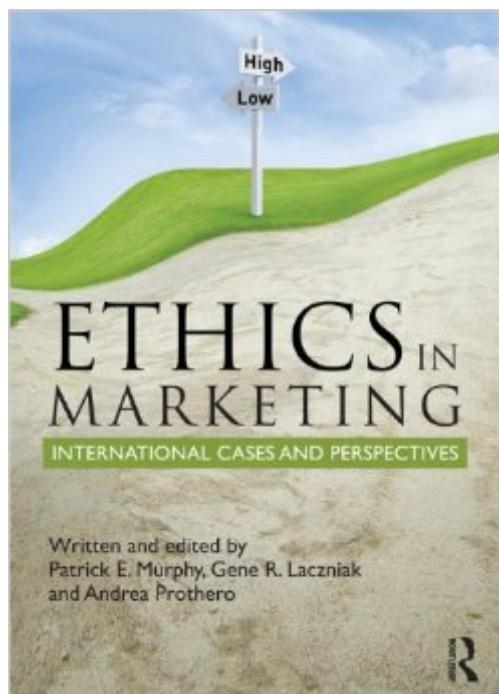


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# Ethics In Marketing: International Cases And Perspectives



## **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.

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