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PAPERBACK by Eagle, Lynne; Dahl, Stephan. £38.99. ISBN

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SAGE Books. Marketing Ethics & Society. Contents. Chapter 1: Introduction to Marketing Ethics. Summary. Contents. Subject index.

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Marketing, while essential to organisational success, is arguably one of the most controversial aspects of business management. Criticisms of marketing ' s impact range from fostering materialism and unsustainable consumption patterns through to the use of deception, stifling of innovation and lowering of quality, to name but a few. Taking a holistic and international perspective, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges. The book examines specific aspects of marketing activities, such as ethical considerations in relation to young consumers, potentially harmful products and criticism of the societal impact of medical, arts and tourism marketing activities. It then combines these with wider discussions of frameworks that enable marketers to respond to ethical challenges, supplemented by discussions of cross-cultural and international perspectives, consumer responses and ethical consumption movements as well as shifting historical perceptions of marketing ethics. The book is accompanied by a

companion website including: PowerPoint slides and teaching notes per chapter, links to free SAGE journal articles and online videos selected per chapter by the authors, quizzes per chapter and links to further reading online. Visit: <https://study.sagepub.com/eagle>

The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing 's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

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 Coca Cola, Facebook, VISA and Zara are featured. This second edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship. 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 for other marketing classes.

There is a growing interest in firms ' adoption of ethical and social marketing approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is often not favourably viewed by Asian countries emphasising collective, social and long term benefits for the people and country. Due to these interesting characteristics and complexities, the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies, geographically based on ' clusters ' ; North East, (China, Taiwan, Japan, South Korea), South East (Singapore, Malaysia, Thailand, Vietnam, Cambodia, the Philippines, Indonesia) and South Asia (India, Pakistan, Bangladesh). The second part discusses Social Marketing using the same sequence of regions and economies and the third part explores the unique link to Fairness Management in Asia, followed by a conclusion. explores the nature of ethical and social marketing from an Asian perspective discusses current ethical and social marketing

researches and practices in different areas, industries, commercial and non-commercial sectors serves as an invaluable resource for marketing academics and practitioners requiring more than anecdotal evidence of different ethical and social marketing applications compares and contrasts unethical situations covering important aspects related to ethics, society and fairness includes an interesting mix of theory, research findings and practices

The authors discuss the connections between the ethical, economic, and entrepreneurial dimensions of a life well-lived.

The original edition of this accessible and interdisciplinary textbook was the first to consider the ethical issues of digital media from a global, cross-cultural perspective. This third edition has been thoroughly updated to incorporate the latest research and developments, including the rise of Big Data, AI, and the Internet of Things. The book 's case studies and pedagogical material have also been extensively revised and updated to include such watershed events as the Snowden revelations, #Gamergate, the Cambridge Analytica scandal, privacy policy developments, and the emerging Chinese Social Credit System. New sections include " Death Online, " " Slow/Fair Technology " , and material on sexbots. The " ethical toolkit " that introduces prevailing ethical theories and their applications to the central issues of privacy, copyright, pornography and violence, and the ethics of cross-cultural communication online, has likewise been revised and expanded. Each topic and theory are interwoven throughout the volume with detailed sets of questions, additional resources, and suggestions for further research and writing. Together, these enable readers to foster careful reflection upon, writing about, and discussion of these issues and their possible resolutions. Retaining its student- and classroom-friendly approach, Digital Media Ethics will continue to be the go-to textbook for anyone getting to grips with this important topic.

Marketing is among the most powerful cultural forces at work in the contemporary world, affecting not merely consumer behaviour, but almost every aspect of human behaviour. While the potential for marketing both to promote and threaten societal well-being has been a perennial focus of inquiry, the current global intellectual and political climate has lent this topic extra gravitas. Through original research and scholarship from the influential Mendoza School of Business, this book looks at marketing 's ramifications far beyond simple economic exchange. It addresses four major topic areas: societal aspects of marketing and consumption; the social and ethical thought; sustainability; and public policy issues, in order to explore the wider relationship of marketing within the ethical and moral economy and its implications for the common good. By bringing together the wide-ranging and interdisciplinary contributions, it provides a uniquely comprehensive and challenging exploration of some of the most pressing themes for business and society today.

We ' ve all seen the images from Abu Ghraib: stress positions, US soldiers kneeling on the heads of prisoners, and dehumanizing pyramids formed from black-hooded bodies. We have watched officials elected to our highest offices defend enhanced interrogation in terms of efficacy and justify drone strikes in terms of retribution and deterrence. But the mainstream secular media rarely addresses the morality of these choices, leaving us to ask individually: Is this right? In this singular examination of the American discourse over war and torture, Douglas V. Porpora, Alexander Nikolaev, Julia Hagemann May, and Alexander Jenkins investigate the opinion pages of American newspapers, television commentary, and online discussion groups to offer the first empirical study of the national conversation about the

2003 invasion of Iraq and the revelations of prisoner abuse at Abu Ghraib a year later. Post-Ethical Society is not just another shot fired in the ongoing culture war between conservatives and liberals, but a pensive and ethically engaged reflection of America ' s feelings about itself and our actions as a nation. And while many writers and commentators have opined about our moral place in the world, the vast amount of empirical data amassed in Post-Ethical Society sets it apart—and makes its findings that much more damning.

This book explores the underlying causes of the pervasive dominance of ' unethics ' in contemporary affairs in economics, business, and society. It is argued that the state of unethics is related to the overexpansion of market and market values in all spheres of social life and human activities. A correlate of this development is the emergence of an extremely individualistic, materialistic and narcissistic mind-set that dictates the decisions and behavior of people and organizations. The author argues that art can help to overcome the dominant market metaphysics of our age, as genuine art creates models of 'poetic dwelling,' which can generate non-linear, progressive change that opens up a larger playing field for ethics. Aesthetics and ethics go hand in hand. Ethical action is not just right for its own sake, but makes the world a richer, livable and more beautiful place. Ethics, Meaning, and Market Society will be of interest to students at an advanced level, academics, researchers and professionals. It addresses the topics with regard to ethics in economics, business, and society in a contemporary context.

After learning of atomic physics, H. G. Wells began to think of its potential impact on human society. In *The World Set Free*, atomic energy causes massive unemployment, shaking the already fragile social order. The ambitious powers of the world decide to seize the opportunity to compete for dominance, and a world war breaks out, echoing the looming Great War about to ignite in 1914. Waking to the catastrophe, humanity begins the hard search for a way into a better future. The novel traces a soldier, an ex-king, a despot, and a sage through a profound transformation of human society, and we gain a window into Wells ' own thoughts and hopes along the way. With one prophetic stroke, Wells gives the first detailed depiction of atomic energy and its potential destructive power, and predicts the use of the air power in modern warfare. He may have even directly influenced the development of nuclear weapons, as the physicist Leó Szilárd, shortly after reading the novel in 1932, then conceived of harnessing the neutron chain reaction critical to the development of the atom bomb. This book is part of the Standard Ebooks project, which produces free public domain ebooks.

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