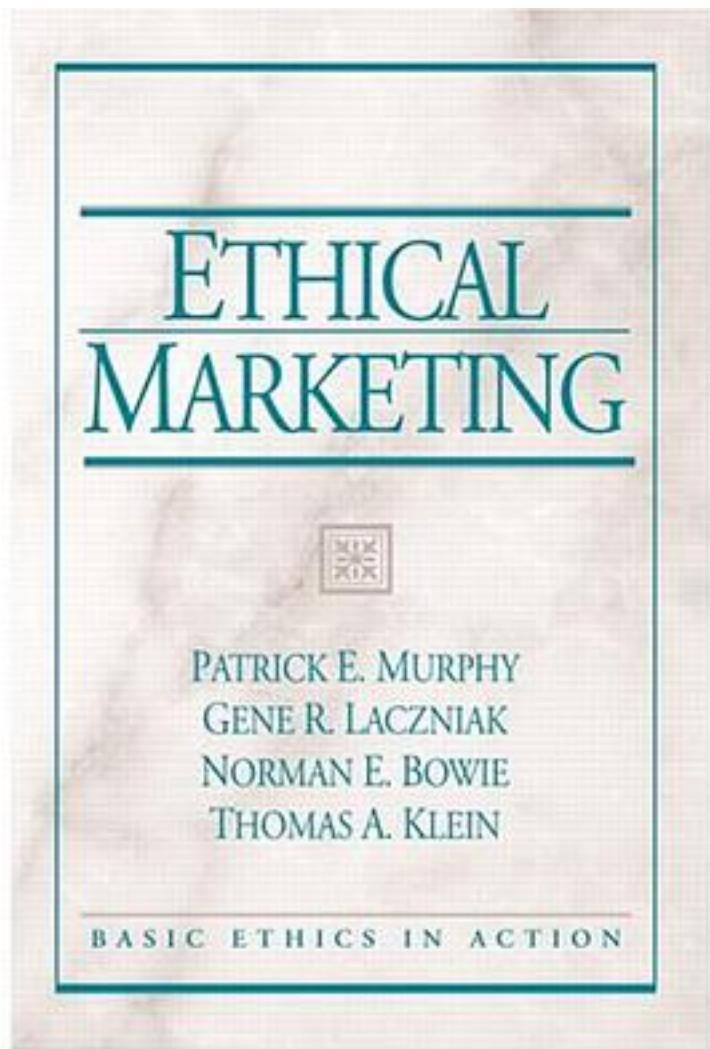


Ethical Marketing



[Ethical Marketing 下载链接1](#)

著者:Murphy, Patrick E. (EDT)/ Laczniak, Gene R. (EDT)/ Bowie, Norman E. (EDT)/ Klein, Thomas A. (EDT)

出版者:Prentice Hall

出版时间:2004-8

装帧:Pap

isbn:9780131848146

For Marketing and Business Ethics courses in business or philosophy departments. This text explores ethical issues facing marketing practitioners. It presents ethical theory in marketing context. Coverage includes advertising, product safety and targeting markets as well as marketing research, product counterfeiting, channels of distribution, selling practices and how to implement ethics into marketing organizations. Part of the applied ethics series, Basic Ethics in Action, edited by Michael Boylan.

作者介绍:

目录:

[Ethical Marketing 下载链接1](#)

标签

评论

[Ethical Marketing 下载链接1](#)

书评

[Ethical Marketing 下载链接1](#)