

The Moral Dimension of Marketing



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The Moral Dimension of Marketing is a collection of essays that explores the tension between economics and ethics that all marketing executives face on a daily basis. The essays are all based on real-life situations that students and professionals alike will recognize, and they are grouped under familiar marketing headings: targeting, products, pricing, promotion and advertising, distribution, privacy, and inappropriate marketing. Each essay concludes with two or three questions that focus the reader's attention to the critical issues raised in that essay. The book is designed to be used in virtually any marketing course as a supplemental reading to stimulate thoughtful analysis of moral issues; it can also be used as a stand-alone text in a marketing ethics or a business ethics course. It should be provocative reading for marketing professionals as well.

作者介绍:

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