



Ethical Marketing

Patrick E. Murphy, Gene R. Laczniak, Norman E. Bowie, Thomas A. Klein

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This book examines, discusses and provides guidance on ethical issues facing marketing practitioners. It begins with an examination of the major ethical theories and applies them in a marketing context. This book accentuates the positive practices that business firms can employ to bring about more ethical marketing. Coverage provides a thorough examination of marketing ethics (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. For marketing practitioners and those in the business ethics field.

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