



# Marketing Ethics

By George G. Brenkert

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*Marketing Ethics* addresses head-on the ethical questions, misunderstandings and challenges that marketing raises while defining marketing as a moral activity.

- A substantial introduction to the ethics of marketing, exploring the integral relations of marketing and morality
- Identifies and discusses a series of ethical tools and the marketing framework they constitute that are required for moral marketing
- Considers broader meanings and background assumptions of marketing infrequently included in other marketing literature
- Adds direction and meaning to problems in marketing ethics through reflection on concepts such as individual choice, freedom and responsibility, desire satisfaction, noncoercive exchanges, and instrumental efficiency

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### Editorial Review

#### Review

"Even readers who may disagree with Brenkert's conclusions ... will learn to apply worthwhile analytical methods for balancing ethical and other business considerations. Highly recommended." (*Choice Reviews*, October 2008)

#### Review

"In his *Marketing Ethics*, George Brenkert addresses significant moral issues and dilemmas in marketing using the moral concepts of freedom, integrity, justice, privacy, and welfare. It is carefully argued and comprehensive in scope. This is a genuine contribution."

—Norman Bowie, *University of Minnesota*

"This book is the new one-stop shop for those interested in any aspect of marketing ethics. It is written in the best tradition of applied ethics: practically written and theoretically well-founded."

—Ronald Jeurissen, *Nyenrode Business Universiteit, the Netherlands*

#### From the Back Cover

*Marketing is a moral activity embodying central ethical values and principles.*

With that as its foundation, *Marketing Ethics* addresses in a clear and pragmatic manner the ethical questions, misunderstandings, and challenges that marketing raises. It confronts standard marketing views and offers in their place an integrated marketing concept that provides a basis for viewing the moral dimensions of marketing activities.

What ethical complexities do marketers encounter in developing products, segmenting markets, advertising, and retailing? How can they translate practical and moral reflection in marketing into moral action? What must marketers do when they seek to act morally in a global market place? And since marketing involves a relationship with customers, what are the moral responsibilities of customers in their transactions with marketers?

The book investigates the basic ethical values and principles central to marketing -- freedom, integrity, justice, privacy, and welfare -- while examining their background assumptions and broader implications for marketing. Typically overlooked in other literature on the topic these basic norms are essential to marketing. Punctuated with several in-depth discussions of specific ethical issues marketers face, the book introduces essential concepts, principles, and theories to promote a greater overall understanding of the fundamental ways in which marketing and morality are intertwined.

### Users Review

#### From reader reviews:

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What do you think about book? It is just for students since they are still students or it for all people in the

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