

Download Ethics In Social Marketing

5 BENEFITS OF INTEGRATING ETHICS INTO YOUR MARKETING STRATEGY #1: Moral Marketing Compass: This is especially important in economic downturns, when unethical practices become tempting. #2: Win-win Marketing: The focus on customer value will increase company value. #3: Keeps marketing legal: Reduces the risk of cutting corners and turning a blind eye.

Business ethics are essential component of any business strategy. Particularly, if we discuss the outbound communications like marketing and PR; ethics stand as even more vital element to be taken ...

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Social marketing is being adopted by a growing number of government and nonprofit organizations around the world because of its power to bring about important social changes.

- Social marketing is patronizing and manipulative with its focus on behaviour change,
- Social marketing appeals to people's base instincts
- Social marketing extends the power imbalance between the state and individuals in favour of the state. A detailed analysis of these issues can be found in the original paper cited above.

This edited volume grew out of a seminar series on social marketing ethics conducted at Georgetown University's McDonough School of Business in the Spring of 1999.

Thus, it is not surprising that social marketing is increasingly recognised as an important field. Alan Andreasen, who once wrote the best short article on practical marketing ever written (Andreasen 1985), is now one of the leaders in social marketing, and the editor of this important volume, which examines ethics in social marketing.

Ethical issues in social marketing Abstract "As a community of professionals we have adopted no standards of ethics and it is probable that most of our

Companies with a focus on ethical marketing evaluate their decisions from a business perspective (i.e. whether a particular marketing initiative will deliver the desired return) as well as a moral perspective (i.e. whether a decision is "right" or morally sound).

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