



# Marketing Ethics & Society

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Marketing, while essential to organisational success, is arguably one of the most controversial aspects of business management. Criticisms of marketing's impact range from fostering materialism and unsustainable consumption patterns through to the use of deception, stifling of innovation and lowering of quality, to name but a few. Taking a **holistic and international perspective**, this book critically examines the ethical challenges marketing faces and explores strategies marketers can use to respond to those challenges.

The book examines specific aspects of marketing activities, such as ethical considerations in relation to **young consumers**, potentially **harmful products** and criticism of the **societal impact** of medical, arts and tourism marketing activities. It then combines these with wider discussions of frameworks that enable marketers to respond to ethical challenges, supplemented by discussions of **cross-cultural and international perspectives**, consumer responses and **ethical consumption** movements as well as shifting **historical perceptions** of marketing ethics.

The book is accompanied by a **companion website** including: **PowerPoint slides** and **teaching notes** per chapter, links to **free SAGE journal articles** and **online videos** selected per chapter by the authors, **quizzes** per chapter and links to further reading online. Visit: <https://study.sagepub.com/eagle>

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## Editorial Review

### Review

In this fantastic addition to the field of marketing ethics Eagle and Dahl set out and explore the broad range of ethical challenges that face the marketing profession today. This book is one that I will be recommending to practitioners, academics and students as the go-to resource for an up-to-date and comprehensive review of how and why ethical considerations sit at the heart of modern marketing practice.

(Jeff French)

Modern and contemporary views of issues and impacts of marketing on society. A storehouse of thought provoking, mind opening discussion and literature.

(Ann-Marie Kennedy)

Marketing Ethics & Society offers readers broad coverage of ethical issues in marketing practice today. The end-of-chapter mini-cases help crystalize ethical issues as they are encountered by firms. The authors impressively combine a practice perspective with the best scholarly research in marketing and ethics (Mark Peterson)

This book and its companion website are extremely valuable informational, educational and reflective tools. The primary authors and their colleagues who have made this volume offer important questions about marketing in today's world with an emphasis on meaning, purpose, consequences and possibilities. I can easily imagine students and other readers taking what they learn from this book and helping to push the horizons of marketing – not in the sense of expanding markets but rather in ways that make the profession and the institution fully engaged with the enormous challenges facing contemporary societies, economies and the planet. (George Cheney, University of Colorado–Colorado Springs, University of Utah, University of Waikato)

### About the Author

Stephan Dahl is a Senior Lecturer in Marketing at Hull University Business School in England and Adjunct Associate Professor at James Cook University in Australia.

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