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CHAMBERS PHELPS

Commercial Society Prentice Hall

Business and Society: Ethics and Stakeholder Management uses numerous case histories to help you focus on the relationships between business and society stakeholders. You will thoroughly examine major stakeholder groups and individuals--such as the government, consumers, the environment, communities, employees and owners--as well as ethical and strategic considerations. Once again, author Archie Carroll has woven cutting-edge research into an easy-to-read, understandable presentation.

Marketing and the Common Good Springer

Comprising cutting-edge work on the state of social economics today, this theoretically diverse book includes strong emphasis on the role of ethics, morality, identity, and society in economic theorizing. Much existing economic theory overlooks ethics. Rather than situating the market and values at separate extremes of a continuum, *Ethics and the Market* contends that the two are necessarily and intimately related. This volume brings together some of the best work in the social economics tradition, with strong contributions and pedagogy, and a cross-national blend of economics, philosophy, and policy. The contributors embed the economic within the social, rather than viewing 'the economy' and 'society' as separable spheres of life activity, and in so doing, three key themes are illuminated, corresponding to the volume's tripartite structure: Morality and Markets Redefining the Boundaries of Economics Social Economics in Transition. *Ethics and the Market* illuminates the diverse and dynamic theoretical approaches that are employed in social economics, reflecting on their continuously evolving relationship with neoclassical economics. Taking an innovative approach, this integrative book challenges traditional ways of thinking, and will prove vital reading for students and academics in the fields of Economics, Sociology, Gender Studies, and Public Policy.

Marketing Wiley-Blackwell

The authors discuss the connections between the ethical, economic, and entrepreneurial dimensions of a life well-lived.

Ethics in Business and Society Oxford University Press, USA

This major reference collection, *Critical Marketing Studies*, directs its attention to highlighting how marketing as academic discipline and practical endeavour have developed and continue to change. As a practical exercise, marketing is concerned with meeting and satisfying customer needs, provided, that is, such an exercise would benefit the organisation and its stakeholders. Much more than that, marketing has become a highly influential activity in social, political and economic arenas. Consequently, it is now an appropriate time to call attention to marketing theory and practice, revealing those background assumptions that pervade the discipline and the effects of marketing as a societal practice. Volume I provides the basis from which more critical marketing studies can be introduced and focuses on the 'broadening of marketing' from its initial focus on business and market exchange, towards the promotion of social and societal wellbeing. Volume II offers

contemporary criticism of marketing and consumption, specifically how marketing and advertising allegedly contribute to the production and stimulation of consumer needs, wants and desires. Volume III takes the concerns and issues outlined in the previous two volumes one step further, highlighting how marketing practice and the 'political economy of social choice' are shaped at levels beyond the control of individual actors.

The SAGE Handbook of Marketing Ethics Routledge

The SAGE Handbook of Marketing Ethics draws together an exhaustive overview of research into marketing's many ethical conundrums, while also promoting more optimistic perspectives on the ways in which ethics underpins organizational practices. Marketing ethics has emerged in recent years as the key and collective concern within the ever-divergent fields of marketing and consumer research. This handbook brings together a rich and diverse body of scholarly research, with chapters on all major topics relevant to the field of marketing ethics, whilst also outlining future research directions. PART 1: Foundations of Marketing Ethics PART 2: Theoretical and Research Approaches to Marketing Ethics PART 3: Marketing Ethics and Social Issues PART 4: Issues in Consumer Ethics PART 5: Ethical Issues in Specific Sectors PART 6: Ethical Issues in the Marketing Mix PART 7: Concluding Comments and Reflections

Ethics, Social Responsibility and Sustainability in Marketing Farrar, Straus and Giroux

Readings pro and con on controversial business ethics and society.

Ethical Decision Making for Business Chandos Publishing

Providing a vibrant new four-color design, market-leading *ETHICAL DECISION MAKING FOR BUSINESS*, 8e, International Edition, thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs—helping readers see how ethics can be integrated into key strategic business decisions. Thoroughly revised, the new eighth edition incorporates comprehensive and rigorous updates that reflect the recent economic crisis and the ever-increasing academic and governmental attention being given to this area. It also includes nine all-new case studies, while other cases have been completely updated.

Ethical and Social Marketing in Asia SAGE

Ethical consumerism is on the rise. No longer bound to the counter-cultural fringes, ethical concerns and practices are reaching into the mainstream of society and being adopted by everyday consumers - from considering carbon miles to purchasing free-range eggs to making renewable energy choices. The wide reach and magnitude of ethical issues in society across individual and collective consumption has given rise to a series of important questions that are inspiring scholars from a range of disciplinary areas. These differing disciplinary lenses, however, tend to be contained in separate streams of research literature that are developing in parallel and in relative isolation. *Ethics in Morality and Consumption* takes an interdisciplinary perspective to provide multiple vantage points in creating a more holistic and integrated view of ethics in consumption. In this sense, interdisciplinary presupposes the consideration of multiple and distinct disciplines, which in

this book are considered in delineated chapters. In addition, the Editors make an editorial contribution in the final chapter of the book by combining these separate disciplinary perspectives to develop a nascent interdisciplinary perspective that integrates these perspectives and presents platforms for further research.

Business Ethics and Catholic Social Thought Psychology Press

The last ten years have seen tremendous advances in the theoretical and practice base of social marketing globally. This book provides up to date thinking on social marketing theory and practice, introducing new conceptual models and approaches to influencing behaviour to promote health and prevent disease.

Strategic Social Marketing SAGE Publications

Engaging and motivating students with diverse backgrounds and different interest levels in marketing requires stimulating and effective teaching materials-and Pride/Ferrel continues to be the resource of choice for instructors. Combining contemporary coverage of marketing strategies and concepts with real-world examples, this text and its outstanding suite of supplements supply students with the knowledge and decision-making skills they'll need to succeed in today's competitive business environment. Topical issues including customer relationship management, supply chain management, the latest e-commerce models, and the current re-evaluation of dot-coms are just a few examples the authors use to connect marketing to students' personal lives. The latest edition also features a new design and additional photos, providing a fresh contemporary look and feel to the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The SAGE Encyclopedia of Business Ethics and Society South-Western Pub

This book addresses the rising concept of 21st century societal marketing which entails that marketers should fulfill the needs of their target group in ways that enhance the well-being of a society as a whole. In the past, social responsibility and corporate ethics may not have been the key elements of corporate and business strategy. However, in the last decade the picture has changed dramatically. Consumers are more concerned about ethical issues and the effects of business activities on the environment and the society. The impact and importance of ethical consumerism is escalating. The consumers are more attentive and expect companies promote their ethical credentials in order to make them more accountable of their actions. This book also reveals how companies should realize that corporate social responsibility (CSR) is not an illustration of corporate altruism but a source of opportunity, and competitive advantage. Finding and following social initiatives as a part of the key business model is proved to be one of the competitive strengths in many instances. This book covers different issues related to ethics, social responsibility and sustainability in marketing and presents different cases and applications from different countries. Together with the best practices, each case and research is expected to shed light on how to improve the role of marketing in helping to the development and well-being of the society.

Ethics and the Market Nursesbooks.org

Ethical Prospects: Economy, Society, and Environment aims to present and summarize new perspectives and leading-edge results in ethics reflecting on interconnected economic, social and environmental issues. The yearbook reports on innovative practices and policy reforms and provides

a forum for discussion about groundbreaking theories. The main function of the yearbook is to present ideas and initiatives that lead toward responsible business practices, policies for the common good and ecological sustainability. It seeks to form a value-community of scholars, practitioners and policymakers engaged in genuine ethics in business, environmental management, and public policy.

Business & Society Oxford University Press

Understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy. Increasingly, matters of corporate social responsibility are part of marketing's domain. Ethics in Marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices, exploitative advertising, counterfeiting, product safety, apparent bribery and channel conflict that companies face across the world. A hallmark of this book is its international dimension along with high-profile case studies that represent situations in European, North American, Chinese, Indian and South American companies. Well known multinationals like Coca Cola, Facebook, VISA and Zara are featured. This second edition of Ethics in Marketing has been thoroughly updated and includes new international cases from globally recognized organizations on gift giving, sustainability, retail practices, multiculturalism, sweat shop labor and sports sponsorship. This unique case-book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement for other marketing classes.

Taking Sides SAGE

Pamphlet is a succinct statement of the ethical obligations and duties of individuals who enter the nursing profession, the profession's nonnegotiable ethical standard, and an expression of nursing's own understanding of its commitment to society. Provides a framework for nurses to use in ethical analysis and decision-making.

Between Enterprise and Ethics Springer

Marketing is among the most powerful cultural forces at work in the contemporary world, affecting not merely consumer behaviour, but almost every aspect of human behaviour. While the potential for marketing both to promote and threaten societal well-being has been a perennial focus of inquiry, the current global intellectual and political climate has lent this topic extra gravitas. Through original research and scholarship from the influential Mendoza School of Business, this book looks at marketing's ramifications far beyond simple economic exchange. It addresses four major topic areas: societal aspects of marketing and consumption; the social and ethical thought; sustainability; and public policy issues, in order to explore the wider relationship of marketing within the ethical and moral economy and its implications for the common good. By bringing together the wide-ranging and interdisciplinary contributions, it provides a uniquely comprehensive and challenging exploration of some of the most pressing themes for business and society today.

What Money Can't Buy Rowman & Littlefield

Spans the relationships among business, ethics, and society by including numerous entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

Critical Marketing Studies Cengage Learning

Ethics in business is not a new topic and has been intensely discussed since the emergence of the so-called limited companies. However, privatization, technological and digital innovation, changes in moral perception, economic and financial crises and globalization stir a more recent debate on how companies should behave in our societies. This book starts from the position that ethics in business should imply an open debate on norms and values, using a sound methodology to get there. Ethics should cross borders: not only the borders of a country, but also the borders of someone's moral imagination. Ethics should not only be about harmony but also about conflict (and how to deal with that). Ethics should be realistic and well substantiated by academic research. Ethics should be used to understand the complexity of the world, and the challenges companies struggle with on various levels. Therefore, this book is composed of three parts in which ethics is discussed at different levels. In part one we discuss ethics at the level of the individual. In part two we discuss ethics and business. In the third part, ethics is discussed in the context of a globalized world. In each chapter, we discuss the ethical complications of each topic from various - and preferably opposing - perspectives. Each perspective is methodologically and academically substantiated. Each chapter ends with an extensive literature list in which the original sources are listed for further reading. Furthermore, at the end of each chapter, a summary is written in which the most important definitions and viewpoints are highlighted. The frequent use of colorful and bold examples make this an accessible read for bachelor and master students at business schools and professionals in international business.

Business Ethics McGraw-Hill College

This book explores the underlying causes of the pervasive dominance of 'unethics' in contemporary affairs in economics, business, and society. It is argued that the state of unethics is related to the overexpansion of market and market values in all spheres of social life and human activities. A correlate of this development is the emergence of an extremely individualistic, materialistic and narcissistic mind-set that dictates the decisions and behavior of people and organizations. The

author argues that art can help to overcome the dominant market metaphysics of our age, as genuine art creates models of 'poetic dwelling,' which can generate non-linear, progressive change that opens up a larger playing field for ethics. Aesthetics and ethics go hand in hand. Ethical action is not just right for its own sake, but makes the world a richer, livable and more beautiful place. Ethics, Meaning, and Market Society will be of interest to students at an advanced level, academics, researchers and professionals. It addresses the topics with regard to ethics in economics, business, and society in a contemporary context.

SAGE Brief Guide to Marketing Ethics Routledge

For Marketing Ethics, Marketing and Society, and any Marketing course that covers ethical issues. Marketing Ethics recognizes the higher order obligations of marketing and provides a forum to discuss critical issues and incidents that raise questions about ethics in marketing.

Ethics and Morality in Consumption Routledge

A comprehensive overview of the contribution of Catholic social thought to business ethics Can a religion founded on loving one's neighbor give moral approval to profit-seeking business firms in a global economy? What should characterize the relationship between faith and economic life? What can businesses, employees, and executives do to contribute to the common good and to make their practices and society more ethical? Business Ethics and Catholic Social Thought provides a new and wide-ranging account of these two ostensibly divergent fields. Focusing on the agency of the business person and the interests of firms, this volume outlines fundamental issues confronting moral leaders and corporations committed to responsible business practices. The book leads with interviews of three Catholic CEOs and the intellectual history of business ethics in Christianity before examining fundamental moral concerns regarding business: its purpose, autonomy, practical wisdom, and the technocratic paradigm. Contributing authors also consider management science, the motivations of business leaders, the role of luck in personal success, the traditional moral justifications for business, and more. These contributions bring new depth to the application of Catholic social thought to business ethics during a time when economic crisis demands a reevaluation of business and its contribution to society.

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