



# Marketing Ethics

*George G. Brenkert*

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**Marketing Ethics** George G. Brenkert

*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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