

1. Record Nr.	UNINA9910149378903321
Autore	Snyder Wally S.
Titolo	Ethics in advertising : making the case for doing the right thing / / Wally Snyder
Pubbl/distr/stampa	New York : , : Routledge, , 2017
ISBN	1-317-28152-7 1-315-64194-1 1-317-28153-5
Edizione	[First edition.]
Descrizione fisica	1 online resource (200 pages)
Disciplina	174/.4
Soggetti	Advertising - Moral and ethical aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	1. The business and personal cases for enhanced advertising ethics -- 2. "Do the right thing" for consumers : the law and rising above it -- 3. Advertise to children fairly and appropriately -- 4. "Native advertising" : transparency of advertising content -- 5. "Behavioral advertising" : protecting consumer privacy -- 6. The ethics of multicultural advertising and diversity -- 7. Ethical dilemmas we face in our business transactions -- 8. Inspiring and achieving enhanced advertising ethics.