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| Nota di contenuto | Intro -- Foreword: Ethical Approaches to Marketing - Positive Contributions to Society -- Introduction -- Contents -- 1 Apathy in the UK? The New Lifestyle Political Activism of Ethical Consumerism -- 2 The Usefulness of the Social Identity Approach to Social Marketing -- 3 Social Responsibility Communication of Corporates: A Consumer Marketing Perspective -- 4 Ethical and Social Marketing in Asia: A Multi-Country Perspective -- 5 As the Planet and the Climate Breakdown the Last Thing We Need is More Marketing -- 6 What People Actually Know about Posthumous Organ Donation -- 7 Fairtrade Towns: A Community Based Social Marketing Perspective in Promoting Ethical Consumption -- 8 Wielded by a Different Hand: A Framework for Assessing the Ethicality of Social Marketing Behaviour Change Programs -- 9 Blurred Minds Parent Program: Applying Marketing to Start Teenage Conversations -- 10 Social Media and Health Promotion -- 11 Chinese Consumers' Values and Perspectives of Sustainable Consumption -- 12 The Passing of Time and Consumption Behavior of the Elderly in Three Countries: Differences and Similarities -- Concluding Comment -- About the Contributors -- Index. |

Sommario/riassunto

Ethical approaches to marketing offers a dynamic and inspiring perspective on how powerful marketing can have a positive and ethical impact on society. It brings together a wealth of internationally acclaimed academics who share their thoughts on a broad range of ethical approaches to marketing. With the continued and unwavering criticism of marketing across the globe, with accusations of persuasion, exploitation and manipulation and more this book aims to open the minds of the reader to the constructive and progressive approaches of ethical marketers. It reframes the way we think about marketing and society offering a number of emotional and motivational topics written by world leading academics, bringing together the great minds of ethical academics in a profound and dynamic monograph. The range of scholars includes new and upcoming academics taking on the opportunity to publish their work alongside eminent scholars. Contributions support the notion that marketing is good for society and impacts on consumer wellbeing, lifestyle, communities and positive consumer behaviours. This book asks the reader to think differently, feel the change that is rapidly developing in marketing through the interconnections of personal ethical values which are becoming interdependent with professional marketing values. "As problems linked to health, the environment and social injustice mount during the 21st century, harnessing the power of marketing to help find and promote positive solutions is going to be crucial for all our futures. Billy Bob Thornton once claimed publicly that 'Marketing is the Devil', but this collection demonstrates the potential for marketing and marketers to make important contributions on the side of the angels." (Professor Ken Peattie)
