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Sommario/riassunto

This book explores the ethical and policy implications of the use of neuroscience in marketing. Addressing emerging areas of neuromarketing and consumer neuroscience, this book offers a fresh perspective on establishing a framework for codes of conduct for marketing practices using neuroscientific methods. The use of neuroscience, particularly in commercial and marketing contexts, has been fraught with controversy and ethical concerns. Technological advances have enhanced the ability to not only analyze but also predict (or even control) human behavior. Using the work of Foucault on biopower, the author discusses the moral dimensions of data collection and observation of consumer behavior in neuromarketing as well as policy implications. After discussing the strengths and weaknesses of various ethical frameworks, the author proposes fixes to current ethical and conduct codes for a more seamless approach for governance. This book advances the scholarship on marketing ethics and appeals to researchers of consumer psychology, business ethics, and public policy. Joshua Penrod is an adjunct professor in the Department of Marketing and Entrepreneurship, Merrick School of Business at the University of Baltimore, USA. Josh also serves on the senior leadership team of a global trade association, with duties including strategy, marketing, science and technology policy, negotiation, management, and leadership. He earned his Ph.D. from Virginia Tech, USA.
