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about solutions; 14 Notre Dame and the Federal Trade Commission; Part VI Ethical issues in marketing; 15 From twins to strangers: Considerations of paired kidney donation across gift and market economies; 16 Ethics in selling: A case-oriented, stakeholder-focused approach; 17 Discerning ethical challenges for marketing in China; Part VII Conclusion; 18 Can we get there from here? Charting the contours of the common good; 19 Afterword: A blast from the past; Index

Sommario/riassunto

<P>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.</P><P>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 are
