

1. Record Nr.	UNINA9910783560303321
Titolo	Ethics and international marketing [[electronic resource] ] : research background and challenges // guest editors Marilyn Carrigan, Svetla Marinova and Isabelle Szmigin
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2005
ISBN	1-280-50965-1 9786610509652 1-84544-820-0
Descrizione fisica	1 online resource (page 480-600)
Collana	International marketing review ; ; v.22, no. 5
Altri autori (Persone)	CarriganMarilyn MarinovaSvetla SzmiginIsabelle
Disciplina	174.4
Soggetti	Business ethics Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Ethics and international marketing : research background and challenges -- Has the medium (roast) become the message?" the ethics of marketing fair trade in the mainstream -- Consumer preferences for the marketing of ethically labelled coffee -- A cross-cultural study of the role of religion in consumers' ethical positions -- International green marketing: a comparative study of British and Romanian firms -- Comparing Thai and US businesspeople : perceived intensity of unethical marketing practices, corporate ethical values, and perceived importance of ethics -- An ethics of representation for international marketing communication.
Sommario/riassunto	The aim of this e-book is to provide diverse views on the complexity of ethical issues in the context of international marketing. It is the outcome of the efforts and contributions of several authors and reviewers who are passionate supporters of the overwhelming need for international marketing ethics. All papers included in the e-book have been subjected to a rigorous review process by internationally renowned experts in the field.

