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The state of the art in ethical marketing: Singapore, Malaysia and Thailand
Country-branding framework: an ethical perspective; Cross-cultural marketing: the role of face, status and collectivism; Issues in ethical marketing in Singapore, Malaysia and Thailand; Singapore; Malaysia; Thailand; Conclusion; New research directions; Practising ethical marketing in Singapore, Malaysia and Thailand; Practice case study; Ethical beliefs and intention of young Malaysian consumers; Further investigation; References; 4 Ethical marketing: India, Pakistan and Bangladesh; Introduction; Learning objectives
The state of the art in ethical marketing: India, Pakistan and Bangladesh (IPB)
Ethics and business ethics defined; Ethics from the perspective of Hinduism and Islam; Ethics in Hindu religion; Ethics in Islam; Framework for understanding ethical marketing in India, Pakistan and Bangladesh; Ethical marketing in India, Pakistan and Bangladesh; The context; Population, income and competitiveness; Impact of poverty and inequality; Critical issues in ethics in marketing in India, Pakistan and Bangladesh; Formal values, codes of conduct and their enforcement; Internal marketing; Integrated marketing
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Performance marketing; Summary of major issues; New research directions; Implications for practising marketing in India, Pakistan and Bangladesh; References; 5 Ethical marketing in Vietnam, Cambodia, the Philippines and Indonesia; Introduction; Learning objectives; Route map: ethical marketing - Vietnam, Cambodia, the Philippines and Indonesia; The state of art in ethical marketing: Vietnam, Cambodia, the Philippines and Indonesia; Marketing as a profession; The emergence of the marketing profession in Vietnam; What are ethics?; Making ethical decisions
Ethics by outcome: egoism, altruism and utilitarianism

Sommario/riassunto

There is a growing interest in firms' adoption of ethical and social marketing approaches among academics and practitioners alike. Ethical Marketing is the application of ethics into the marketing process, and Social Marketing is a concept that seeks to influence a target audience for the greater social good. Ethical and Social Marketing in Asia examines this so-far unexplored area, investigating why differing cultures and consumption behaviours require different emphasis in different markets. The diversity of the Asian countries provides a perplexing environment to the development and manage
