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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.

