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12 Ads Are Watching You: Advertising Applications of Facial Recognition Technology and Communication Ethics 13 Ethical Issues in Marketing Communication in Emerging Markets: The Case of Advertising in the Middle East ; Index

Sommario/riassunto

<P>Dynamic, rapid, and radical changes are transforming the communication professions, provoking major implications for ethics. Traditional boundaries blur as media converge; relentless competitive pressures cause some forms of communication to atrophy and permit others to explode; and technological advances occur daily. In this volume, a new generation of scholars take a fresh look at the manner in which ethical issues manifest themselves in their areas of research and suggest new agendas for future research. </P><P></P><P>This book addresses a wide range of questions from a variety of commun
