

Handbook on Ethics and Marketing (Research Handbooks in Business and Management series)

By Alexander Nill

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'*From its inception and professional organization in the late 1970s, the macromarketing field has maintained a strong interest in ethics and distributive justice and an article on the topic was published in the very first issue of the Journal of Macromarketing in March 1981. The* Handbook on Ethics and Marketing *features chapters by leading macromarketing scholars that explore how ethics relate to marketing systems as well as to other macromarketing interests including environmental sustainability, human and economic development, and global supply chains. Thus, the* Handbook *should become an excellent resource for new macromarketing scholarship.*'
- Terrence H. Witkowski, Editor, *Journal of Macromarketing*

Exploring both the theoretical and the applied aspects of the role ethics plays in marketing, this *Handbook* analyzes key issues in order to advance our understanding and provide an overview of the state of the art in this vital field.

Nationally and internationally recognized contributors cover the most important, timely developments in marketing ethics as well as trends and ideas for a future research agenda. Topics such as consumer ethics, morality in marketing and corporate social responsibility are covered with breadth and depth to paint a current and comprehensive picture of the field today.

This innovative book will be a valuable resource for both students and academics wishing to keep abreast of crucial developments in the field of business ethics. New, comprehensive insight from the world's experts in the field will also provide guidance for company executives and policy decision makers.

Contributors: R.J. Aalberts, R. Benton, T. Beschorner, C.B. Bhattacharya, L. Ferrell, O.C. Ferrell, J.F. Gaski, D.U. Gilbert, M. Haase, T. Hajduk, P. Harrison, S.D. Hunt, M. Jackson, J.L. Johnson, T.A. Klein, G.R. Laczniak, K.D. Martin, P.E. Murphy, A. Nill, C. Nishihara, G. Palazzo, A. Rasche, T. Rittenburg, J. Sawayda, C. Schank, J. Schibrowsky, B.B. Schlegelmilch, C.J. Shultz, A. Singhapakdi, N.C. Smith, J.R. Sparks, B. Swinburn, I. Szocs, S.J. Vitell

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Editorial Review

Review
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Edited by **Alexander Nill**, Professor of Marketing and International Business, University of Nevada, Las Vegas, US

Users Review

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Brenda Gregg:

This Handbook on Ethics and Marketing (Research Handbooks in Business and Management series) book is not ordinary book, you have it then the world is in your hands. The benefit you get by reading this book will be information inside this guide incredible fresh, you will get info which is getting deeper you actually read a lot of information you will get. This specific Handbook on Ethics and Marketing (Research Handbooks in Business and Management series) without we realize teach the one who reading it become critical in imagining and analyzing. Don't end up being worry Handbook on Ethics and Marketing (Research Handbooks in Business and Management series) can bring if you are and not make your handbag space or bookshelves' grow to be full because you can have it with your lovely laptop even mobile phone. This Handbook on Ethics and Marketing (Research Handbooks in Business and Management series) having excellent arrangement in word along with layout, so you will not sense uninterested in reading.

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Bette Morgan:

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