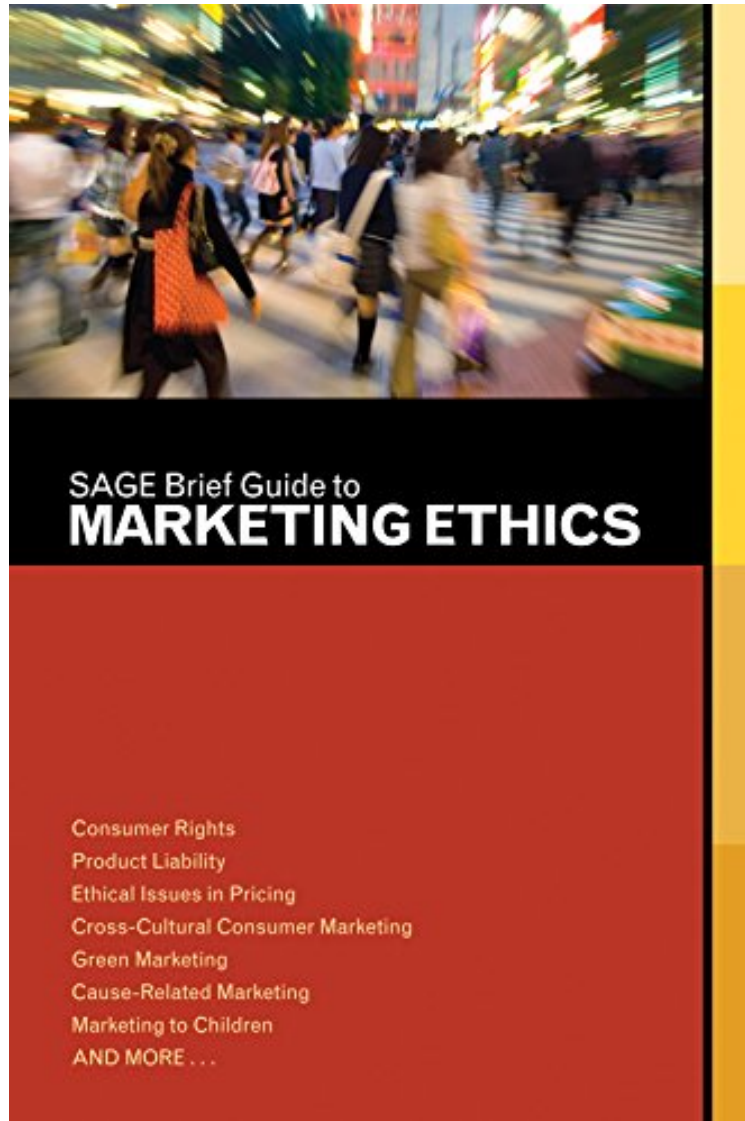


SAGE Brief Guide to Marketing Ethics

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Marketing ethics is the systematic study of how moral standards are applied to marketing decisions, behaviors, and institutions. This guide to marketing ethics provides all the key terms and concepts in a short, easy-to-use format, with each entry written by a scholar from the field of business or marketing ethics. This essential companion can be used in a number of marketing courses and will be a valuable reference for practitioners.

"A brief overview of marketing ethics could be incorporated into courses dealing primarily with another topic to add ethics into the curriculum or it could be used in a stand-alone marketing ethics class."--Bruce A. Huhmann
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