

2017

Ethics in Marketing: International Cases and Perspectives, 2nd edition

Patrick E. Murphy

Gene R. Laczniaik

Marquette University, eugene.laczniaik@marquette.edu

Fiona Harris

The Open University Business School

Follow this and additional works at: http://epublications.marquette.edu/marq_fac-book



Part of the [Business Law, Public Responsibility, and Ethics Commons](#), and the [Marketing Commons](#)

Recommended Citation

Murphy, Patrick E.; Laczniaik, Gene R.; and Harris, Fiona, "Ethics in Marketing: International Cases and Perspectives, 2nd edition" (2017). *Books by Marquette University Faculty*. 9.

http://epublications.marquette.edu/marq_fac-book/9

Ethics in Marketing: International Cases and Perspectives
Table of Contents

	List of figures, tables and boxes	ix
	List of case contributors	x
	Preface	xi
	Acknowledgments	xiii
pt. 1	Background	1
1.	Foundational perspectives for ethical and socially responsible marketing decisions	3
2.	Advanced perspectives for ethical and socially responsible marketing decisions	22
3.	Decision model, sample case (L'Oreal), and analysis	48
pt. 2	Short cases	57
4.	Going along to get along, Raymond F. Keyes	59
5.	Hunky Dory, Andrea Prothero	62
6.	Tracking down counterfeits on eBay: whose responsibility is it?, Barbara Stottinger	65
7.	Casas Bahia, Urvashi Mathur	69
8.	Toys from China and the new Yum Burger Kids' meal, Gene R. Laczniak	73
9.	Koodo in the Canadian cell phone market, Nyla Obaid	78
10.	Peta, Karin Besenbaeck	82
11.	Drug testing in India, Jacob Bagha	85
12.	Tough decisions: something to snack on, Patrick E. Murphy	87
13.	Honest Tea and Coke: an unlikely couple, Mark Vander Heiden	91
pt. 3	Longer cases	95
14.	Another day in paradise?, Rachel Fisher	97
15.	Montenegro Electronics, Ltd., Gene R. Laczniak	105
16.	Arctic Desert, Rachel Mellard	110
17.	Superior Services: should short skirts sell software?, Lori Lepp Corbett	114
18.	Facebook, Ryan Mack	118
19.	Auchan (France), Geert Demuijnck	123
20.	A young pharmacist's dilemma, Veronika Vosykova	129
21.	TOMS: One for One movement, Jennifer Sawayda	133
22.	Cadbury's chocolate bars: not such a sweet smell of success?, Andrea Prothero	143
23.	Caterpillar, Inc., Matt Yepez	147
	Notes	156
	Index	170