

Ethical marketing framework to add business value

This slide shows ethical framework to add values in business to develop more positive attitudes about firm, its products, and its services. It further includes details such as ethical marketing, product, price, place etc.



Framework Ethical Shopping

Duncan Clark, Richie Unterberger

Framework Ethical Shopping:

The Processes and Practices of Fair Trade Brigitte Granville, Janet Dine, 2013 Fairtrade has established itself as a distinct phenomenon within the realm of global consumerism Fairtrade aims to protect small producers against price volatility and inadequate incomes as well as to provide community benefits health care education It relies on consumer purchases of FT products carried out at agreed minimum prices These purchases measure the trust accorded to the scheme which is founded on a system of certification comprising a series of recommended producer welfare enhancing standards that FT products must satisfy

Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing Colin Campbell, Junzhao (Jonathon) Ma, 2015-12-01 This volume includes the full proceedings from the 2013 World Marketing Congress held in Melbourne Australia with the theme Looking Forward Looking Back Drawing on the Past to Shape the Future of Marketing The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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The Ethics of Artificial Intelligence Luciano Floridi, 2023 The Ethics of Artificial Intelligence develops the theses that AI is an unprecedented divorce between agency and intelligence and on this basis that AI as a new form of agency can be harnessed ethically and unethically Luciano Floridi argues in favour of a marriage between the Green of environmentalism and the Blue of our digital technologies

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Publication Ferrell,2004-08 Purchasing Management Handbook David H. Farmer,1985 Policy strategy and organisation
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