

Culture and ethics

By

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Ethical Issues in Marketing

- Ethics in marketing is taking center stage in today's business.

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Ethical Issues

- Deceptive practices

Such as;

- i. Deceptive pricing
- ii. Deceptive promotion
- iii. Deceptive packaging
- iv. Deceptive labelling

- Avoid Deceptive Practices They Are Not Good For Business

Ethical Issues

- High pressure selling through smooth canned talks

- Do not smooth talk the customers to buy what they do not need.

Ethical Issues

- Shoddy or unsafe products in terms of

- i. quality
- ii. Benefits

- Not good for business in the long run

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Ethical Issues

Poor service to
disadvantaged
consumers

Bribery and corruption

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