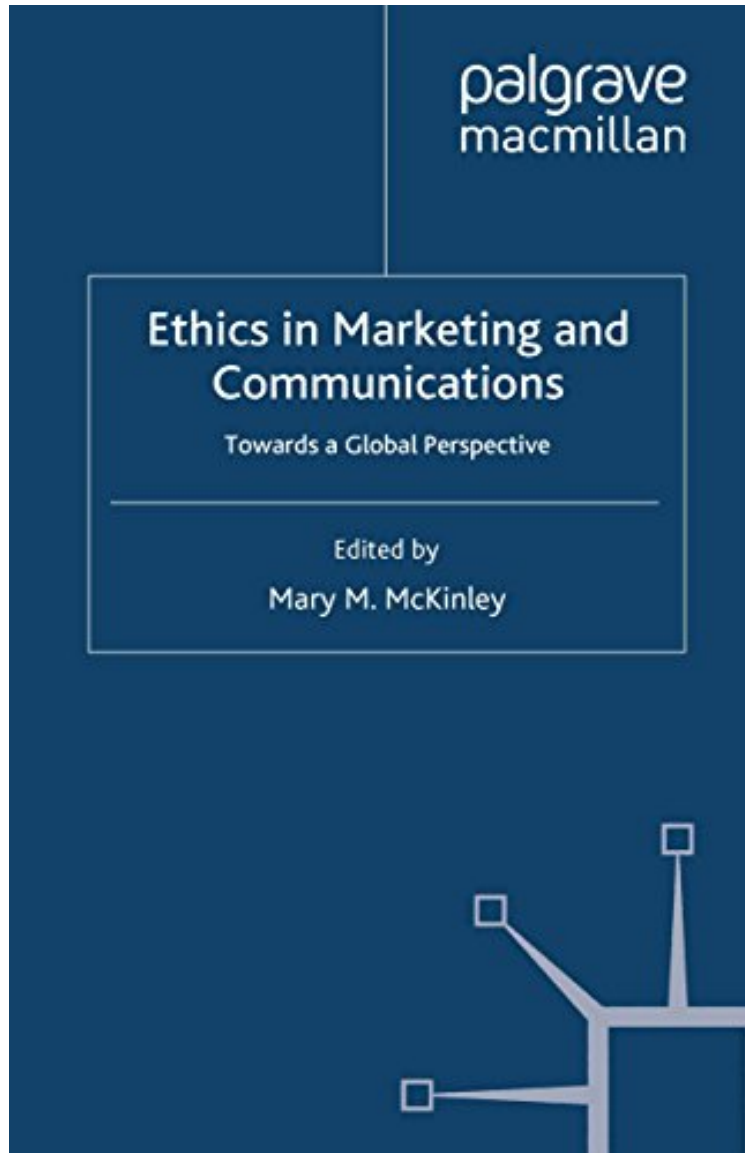


[Read free ebook] Ethics in Marketing and Communications: Towards a Global Perspective

# Ethics in Marketing and Communications: Towards a Global Perspective

*From Palgrave Macmillan*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



[Download](#)

[Read Online](#)

#4525725 in eBooks 2011-12-13 2011-12-13 File Name: B009ABYJIO | File size: 33.Mb

**From Palgrave Macmillan : Ethics in Marketing and Communications: Towards a Global Perspective** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ethics in Marketing and Communications: Towards a Global Perspective:

This book takes an international perspective on the topical issues of marketing ethics and ethical communications. The contributors are professors of business in various European institutions who bring their international background and experience to this body of work.

'This book of research reinforces our comprehension of marketing as more than a functional area of organisations.' - Efma Journal  
About the Author  
MARY C. MCKINLEY is Director of the ESCEM-Europe Centre. She was previously Communications Manager at the Regional Environmental Center for Central and Eastern Europe, Szentendre Hungary from 1999 to 2002. Her research interests include organizational communications, marketing ethics and sustainable development.