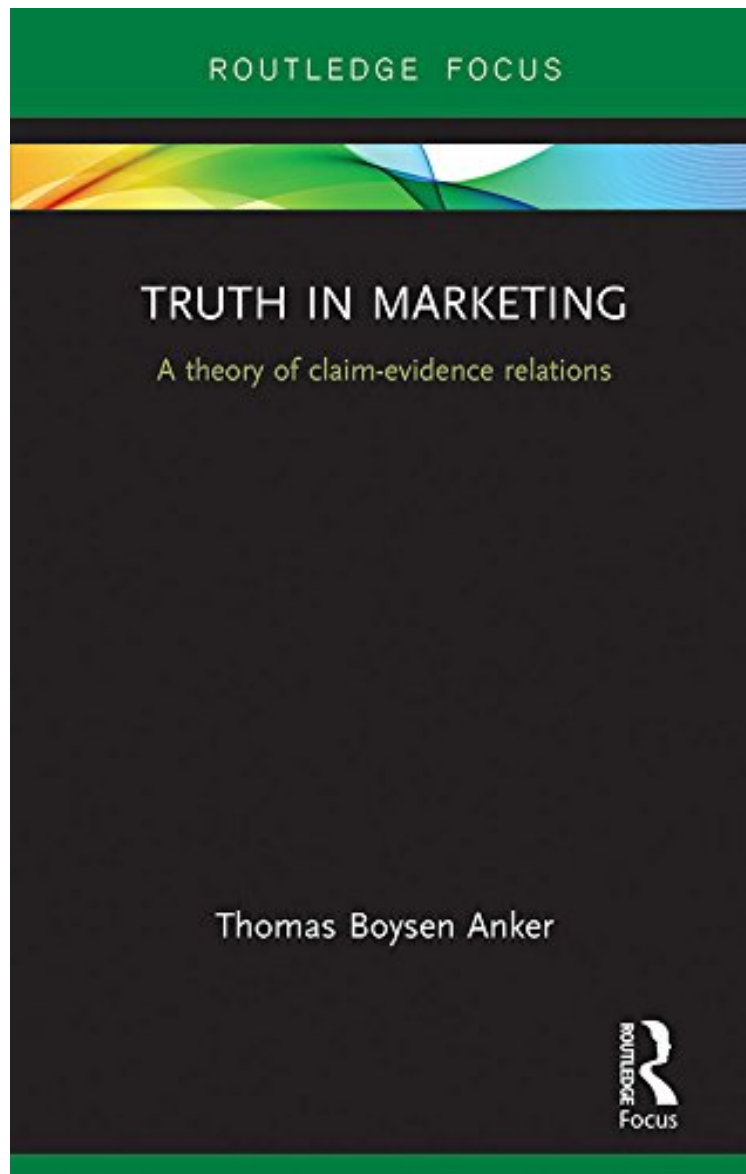


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Can we believe the claims that marketers make? Does truth in marketing matter? Apparently not. Despite the role of regulators, marketing claims are often ruled to be misleading, deceptive or incomplete. Surprisingly, scholars of marketing ethics have devoted little time to this key issue. This may be because although key codes of marketing conduct insist on truthful communications, there is only limited understanding of what truthfulness itself actually entails. This innovative book develops a theory of truth in marketing and discusses the implications for consumers, marketing professionals and policymakers. Focusing on the problem of truth in marketing, it analyses the theory of truth in marketing, and examines the wider significance of marketing truth for society. Using a wide selection of engaging global examples and cases to illustrate this fascinating analysis, this engaging book will provide a provocative read for all scholars and educators in marketing, marketing/business ethics and CSR.