Matthew Austin

Business Ethics

Wenneman

2017

41. Chpt 7

In order to have a successful business you must do of the things presented in the chapter. The ones that stands out the most is using commercial advertising, which succeeds by creating a desire for the sellers produce or a belief that a produce will satisfy a pre-existing desire. Commercial advertising is a powerful tool that has many social effects on society. Some critics state that advertising debase the tastes of the public present irritating and aesthetically unpleased displayed. To be “effective” advertisements must often be intrusive, strident and repetitive thus insulting the intelligence of its viewers. The negative psychological effect advertising has on its views is that is unconsciously emphasise the consumption of material goods, so people are led to forget the importance of their other, more basic needs and of other , more realistic ways of achieving self-fulfillment. The views are being mind controlled to being taught to see materials are the keep to happiness. In the market anything goes, and for many years companies have being using this to their advantage. The companies can't force people to buy their products but they can do a form of mind control on them. An example of how advertisement control the minds of its viewers is through some of their efforts that create a physical desire psychic which is pliable and unlimited. The companies sell things that the view many never achieve but they strive to be it. This is how some companies sell their products. They are essentially manipulating the desires of it viewers and negatively affecting their beliefs. I believe once you have all the necessary things in order for your business and vermines in any medium for any any product or service is the key to success, unless your practice are immoral or unethical of course.