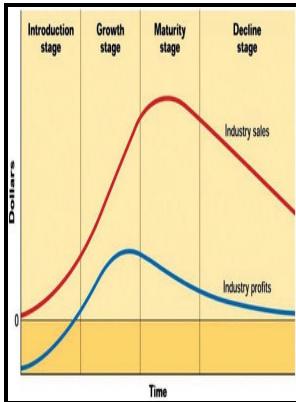


# Selling sin - the marketing of socially unacceptable products

## Quorum Books - Ethical Issues Related to the Mass Marketing of Securities



Description: -

- Pornography -- Marketing.
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  - Gambling -- Marketing.
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  - Cigarettes -- Marketing.
  - Marketing -- Moral and ethical aspects.
  - Marketing -- Social aspects.
- Selling sin - the marketing of socially unacceptable products

-Selling sin - the marketing of socially unacceptable products

Notes: Includes bibliographical references (p. [209]-211) and index.

This edition was published in 1996



Filesize: 29.710 MB

Tags: #Controversy #Brews #Over #'Alcopops'

### The Posture of Services

Marketing such controversial products as cigarettes, alcoholic beverages, gambling casinos, firearms, and pornography entails a host of issues not faced by marketers working in industries that do not stir political or social opposition. Also problematic is the continued invocation of the reasonable person standard to judge the propriety of advertisements. We suggest that the NYSE, in the interests of fostering higher ethical behavior among member marketers, may need to revive a marketing code of conduct prevalent on Wall Street in an earlier era.

### **Selling Sin: The Marketing of Socially Unacceptable Products eBook: Davidson, D. Kirk: spaceneb.us.to.au: Kindle Store**

Actually, the products have been visible in some broadcast realms prior to 1996, just not the places watched by many people. Take, for example, Lena Dunham, probably best known as the creator and star of the HBO series Girls. Occasionally, journals transition between publishers.

### **9781567206456: Selling Sin: The Marketing of Socially Unacceptable Products, 2nd Edition**

To get an idea of how deeply new communication technologies can influence our way of life and economy, we only need to look at Gutenberg's invention of movable-type printing.

### **Ethical Issues Related to the Mass Marketing of Securities**

So, for those audiences, the manufacturers used the broadcast media for their campaigns. It took her 12 years to buy and stockpile the X-rated photos.

### **Socially Unacceptable**

Prior to my study on marketing and advertising, I had never really considered the role of selling socially unacceptable products i.

## **Ethical Issues Related to the Mass Marketing of Securities**

There are signs that the Web is transforming the pornography industry from a maligned black sheep in the business world into a major player in the hottest new marketplace -- e-commerce.

## **Ethical Issues Related to the Mass Marketing of Securities on JSTOR**

Kirk Davidson wrote the book *Selling Sin: The Marketing of Socially Unacceptable Products*. Kirk Davidson Quorum Books, Westport, CT, 1996, 240 pp. ? Publisher Information Springer is one of the leading international scientific publishing companies, publishing over 1,200 journals and more than 3,000 new books annually, covering a wide range of subjects including biomedicine and the life sciences, clinical medicine, physics, engineering, mathematics, computer sciences, and economics.

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