

Ethik Im Marketing-mix - Julia Anker

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Ausgangspunkt der Überlegungen, die dieser Arbeit zugrunde liegen, ist die Überzeugung, dass in Zeiten der Globalisierung der Märkte, der organisatorischen Umstrukturierung ganzer Bereiche der Wirtschaft und der generell anspruchsvoller werdenden Geschäftstätigkeit die Beziehungen zwischen Wirtschaftspartnern nicht mehr allein auf finanziell darstellbaren Größen beruhen, sondern dass die so genannten 'weichen Faktoren' des Wirtschaftslebens, die ideellen Orientierungen und Motive, eine nicht mehr zu missachtende Stellung einnehmen. Oft allerdings verstecken sich Unternehmen und ihr Marketing hinter einer Systemsteuerung, die einseitig nur die erfolgsbezogenen Entscheidungskriterien hervorhebt, die deutlich sichtbar den Umsatz beeinflussen und dabei die moralischen Einflussgrößen in der konkreten Situation außer Acht lassen. Man findet hierbei zur Genüge Rechtfertigungsversuche vor, die einen Problemcharakter an dieser Stelle dementieren. Typische Formen sind der pauschale Verweis auf die Sachzwänge der (internationalen) Konkurrenz sowie eine ökonomische Notwendigkeit, die das Gewinnprinzip als oberste Maxime der Unternehmung definiert und ideelle Faktoren als Themen der Zukunft abhandelt. Author: Anker, Julia Publisher: GRIN Verlag Illustration: N Language: GER Title: Ethik im Marketing-Mix Pages: 00027 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638343435 Category: Business & Economics : Marketing - General

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