

Ethical Consumerism and Comparative Studies Across Different Cultures: Emerging Research and Opportunities

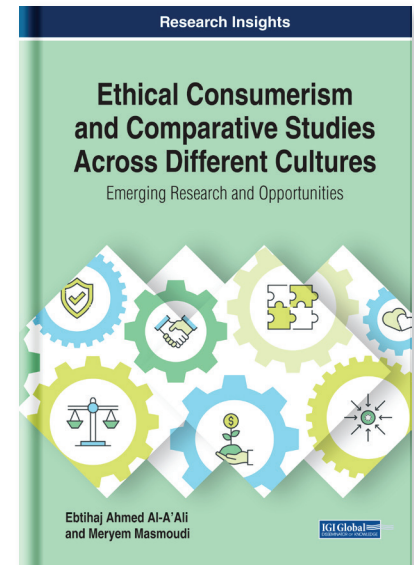
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

One of the integral parts of determining business success directly correlates to how well a company interacts with their customers. This increased demand for direct communication has evolved how companies cooperate with their patrons and examines how essential ethics is related to these communications.

Ethical Consumerism and Comparative Studies Across Different Cultures: Emerging Research and Opportunities provides emerging research exploring the theoretical and practical aspects of the fundamental issues related to ethical consumerism and applications within business, science, engineering, and technology and examines the impact Arab and global cultures have on consumerism. Featuring coverage on a broad range of topics such as business ethics, data management, and global business, this book is ideally designed for managers, executives, advertisers, marketers, sales directors, practitioners, researchers, academicians, and students.



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Topics Covered:

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- Corporate Responsibility
- Data Management
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- E-Commerce
- Financial Sector
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- Social Media

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