



# Ethics in Advertising: Making the Case for Doing the Right Thing

*Wally Snyder*

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## **Ethics in Advertising: Making the Case for Doing the Right Thing** Wally Snyder

This book provides students and practitioners with a comprehensive overview of the rules and principles associated with ethical advertising practices. With extensive research, and a variety of case studies, and expert opinions, it discusses why advertising ethics is important both to the consumer and the professional.

The author presents the rules of ethical conduct recommended by the Institute for Advertising Ethics and demonstrates how these are applied in practice, examining why ethics is important; what the ethical dilemmas the industry faces are; and how to motivate better practices among professionals. The book uses real life stories of "native advertising," marketing to children, and diversity in advertising to show how professionals can be inspired to "do the right thing" for consumers and their companies. Readers will learn how they can solve ethical dilemmas to their personal satisfaction in the competitive work environment.

This balanced perspective to the ethical issues that arise in the advertising industry is sure to resonate with students of advertising and marketing.

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