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Ethics in Marketing and Contemporary Issues

Subject:	Business Economics
Course:	B. A. (Hons.), 2 nd Semester, Undergraduate
Paper No. & Title:	Paper – 204 Marketing Management
Unit No. & Title:	Unit – 5 Contemporary Issues
Lecture No. & Title:	Lecture – 2 Ethics in Marketing and Contemporary Issues

References

Books

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- Lamb, Hair, Sharma, McDaniel(2012) MKTG. Cengage Learning.
- Ramaswamy, Namkumari (2013) Marketing Management. Macmillan Business Books

Link

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- <https://www.ic.gc.ca/eic/site/oca-bc.nsf/eng/ca02518.html>
- <https://en.wikipedia.org/wiki/E-commerce>
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- https://www.tutorialspoint.com/business_ethics/ethical_issues_in_marketing.html
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