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Business ethics (also known as
corporate ethics) is a form of
applied ethics or professional
ethics, that examines ethical
principles and moral or ethical
problems that can arise in a
business environment. Business
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promotion communication
interventions invariably raise
ethical issues because they aim to
influence people's views and
lifestyles, and they are often
initiated, funded, and influenced
by government agencies or
powerful public or private
organizations. Ethical Issues in
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