Abstract
Based on an historical and empirical study of the emergence and application of new subtle advertising and PR-techniques as part of the research foundation for the new Danish marketing law, a CSR- and communication ethics perspective is applied in order to discuss stealth marketing techniques that are gaining more importance in current marketing communication practice. Stealth marketing is discussed from a deontological and a utilitarian ethical perspective. A combination of both perspectives is suggested in assessments and judgements for stealth marketing and permission marketing is suggested as a socially responsible and ethical sound response to recent attempts to invade consumers’ privacy and to disguise consumers by exposing them to obtrusive promotional messages.

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