
Analysis of Ethical Issues in China's Advertising Industry 2001-2010

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EXECUTIVE SUMMARY

China is growing exponentially with great economic and social potential. Unfortunately, the advertising industry laws are not keeping pace with the economy. Before attempting to rectify problems such as unethical advertising, it is important to understand everyone's role before making recommendations. We analyze each different role within the advertising chain of services to better understand the motives behind certain key players. This allows us to build a set of proposals which are based on western and eastern ethics that would enhance and build on the current great strengths of China's present day advertising industry.

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