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ETHICAL DILEMMAS IN INTERNATIONAL ADVERTISING: A COMPARATIVE ANALYSIS



Introduction



International advertising transcends ethical issues that pertain to culture, laws and expectations whereby consumers enjoy. The case study, "Ethical Dilemmas in International Advertising: Challenges such as "The extent to which organizations face a sheer challenge in managing HRM activities due to the dynamic global environment." These and other challenges are discussed in the paper under the topic "Challenges and Comparative Analysis of Multinational Companies in the Management of HRM."



Such cultures differ from one country to another, and this development poses other ethical issues in regulatory environments.

Some practices may be allowed in one country while in another it may be prohibited or limited in some way. The case emphasises the choice that firms face when viewing codes and signifies how they introduce local laws into the advertising mix to protect the business image. It also covers the moral drawbacks of using legal exemptions to the regulations for business benefits.

Consumer Expectations



Consumers in different markets have different expectations concerning the level of truth and accuracy of advertisements. The paper analyses expectations of international advertisers and the use of ethical considerations in handling the expectations. For instance, while some advertisement techniques are permitted and may be considered appropriate in some cultures, others are perceived as deceptive in other cultures, thus making the community to wonder about the acceptable limits of advertising strategies.



Conclusion



En route to this realization, the comparative analysis in this case study shows that it is not easy to implement ethical decisions in the international context of advertising. It stresses the fact that the strategy should be more complex and adapt to the specific cultural background of a particular region, local legislation norms, and various customer demands. These issues can be effectively managed by acting with careful consideration of principles of ethical advertising so that a company's international reputation is upheld for its global brand and consequently the trust of its international consumers is gained.



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