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THE AGGRESSIVE MARKETING AND ITS ETHICS

Nowadays the economic atmosphere is not the best one, especially concerning the small enterprises. Such companies go bankrupt every day. This situation is as old as the hills. But any rule has its exceptions. Many small enterprises demonstrate rather good self-control during the economic instability. Such polarity is closely connected with the marketing model, which the certain company follows during the period of economic degression.

Holding on to such a policy as an aggressive marketing, is also promoted the keeping of company's condition or status at the market. However you can ask the question if such a cruel policy differs from the business ethics.

An aggressive marketing is always a risk and danger. You should be very trained and competent at all nuances. Only then, such kind of marketing will be effective and useful in your business in any time.

The term the "aggressive marketing" makes people thinking about something wild and unlimited. The phrase "for the sake of the goal everything is perfect" conforms to this kind of marketing. And what is about especial norms of behavior and ethics? Let's think together.

It's not a secret that marketers have to face with moral problems. The things which are beneficial for business can't always be perfect.

Every company and manager has to work out especial norms of social behavior, responsibility and ethics

A lot of enterprises created their own moral codes. However, such codes are worked out for surviving either during the everyday situations or degressions. The obvious example is the "jungle laws" by Trout. And as far as we know, only the strongest can survive in business jungles.

But you should remember about one important thing- the companies mustn't violate the law and administrative order. Looking at Apple and Samsung companies we can observe the cleaning- up situations between two huge enterprises- sometimes a peaceful approach or sometimes the legal proceedings.

Nobody uses the rude force. Everything is decided according to the law. And observing his situation we can watch the certain competitor's etiquette.

Sometimes people forget about such rules and norms and then "the war" gets the global meaning. For example, the world-known wars between Coca-Cola and Pepsi brands started in 1938. These two main competitors are the world leaders and their relations have the same character- huge and enormous. Not long ago, Coca Cola and Pepsi advertisements caused the new legal proceeding. In these advertisements there is the obvious law violation. It's well-known the law violation and deviation are prosecuted, but the companies don't want to stop making new advertising where they praise themselves and humiliate the other competitors. This situation is rather good example to show the ways of surviving on a huge world territory without any rules

Never the less, the etiquette neglect causes the special legal proceedings, scandals and intrigues. It doesn't look like the brand advertising. Such moments put in jeopardy the company's image – the dearest thing it has. The company's image mustn't be worth the risk. It's necessary to keep and save it.