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Wally Snyder

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Ethics in Advertising

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Wally Snyder : Ethics in Advertising: Making the case for doing the right thing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ethics in Advertising: Making the case for doing the right thing:

1 of 1 people found the following review helpful. A Must Read for Every Advertising Professional By Douglas J. Wood
Wally Snyder has penned a critical and essential treatise of ethics in advertising that every professional should read, particularly members of the advertising agency and media buying industry. Restoring credibility will not be easy. But without it -- founded on "doing the right thing" -- is the only solution.

This book provides students and practitioners with a comprehensive overview of the rules and principles associated with ethical advertising practices. With extensive research, and a variety of case studies, and expert opinions, it discusses why advertising ethics is important both to the consumer and the professional. The author presents the rules

of ethical conduct recommended by the Institute for Advertising Ethics and demonstrates how these are applied in practice, examining why ethics is important; what the ethical dilemmas the industry faces are; and how to motivate better practices among professionals. The book uses real life stories of "native advertising," marketing to children, and diversity in advertising to show how professionals can be inspired to "do the right thing" for consumers and their companies. Readers will learn how they can solve ethical dilemmas to their personal satisfaction in the competitive work environment. This balanced perspective to the ethical issues that arise in the advertising industry is sure to resonate with students of advertising and marketing.

A timely, seminal work on ethical responsibility for a post-digital world. This valuable guide could only come from a person with Wally Snyder's unique communication industry experience, legal background and sensibilities. This book, plus Wally's ethics certification program through his Institute of Advertising Ethics at the University of Missouri in partnership with the American Advertising Federation, are paving the way for greater responsibility and accountability at this time when content is increasingly created by individuals. Tim Love, Former Vice Chair, Omnicom, USA Wally Snyder's book, *Ethics in Advertising*, provides us an excellent blueprint on the role and value of ethical standards as an essential ingredient of business and advertising practices. This comprehensive review demonstrates how such standards are a direct benefit to the business community and to the consuming public. Howard H. Bell, President Emeritus, American Advertising Federation, USA I can't think of any person better qualified to literally write the book on ethics in advertising than Wally Snyder. The combination of Wally's experience, integrity, passion and industry influence gives him the unique ability to both espouse new standards and to tell us how to practically incorporate them into our businesses. Linda Thomas Brooks, President and CEO, MPA The Association of Magazine Media, USA Usually, we preach that actions matter far more than words, but Snyder's words offer great insights into how reputations are built over time and how quickly they can crumble. Like the brands represented by our company, those who consistently invest in a purposeful, ethical, and positive mission will prosper most in society and in this industry. John Osborn, CEO, BBDO New York, USA About the Author Wally Snyder serves as Distinguished Visiting Professor at the University of Missouri, Professor and Senior Advisor for Advertising Ethics at Michigan State University, and Chair of the National Advertising Board, USA.