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Мартин Дембовски

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Abstract: Purpose – The purpose of this paper is to explore the concept of ethical branding and its link to corporate reputation. Brands have traditionally been studied only as an economic construct. Brands, as a social construct, have not yet been fully understood due to the lack of research.

Design/methodology/approach – The paper discusses major issues with references to existing literature and practical examples.

Findings – In the conventional brand models the value of brand equity is defined and measured by its economic performance in financial terms. This model has a number of deficiencies. First, two basic elements are missing: legality and ethics, which form the foundation of brand equity. A good brand must be a legal as well as ethical one. Thus brand value needs to be assessed by both financial and ethical measures. Second, conventional brand models focus largely on product brands rather than corporate brands. Brands and branding have such a profound impact on the society as whole and not just on these people who buy them. There is a wider public, in addition to shareholders and consumers, who may be potentially affected by the branding decisions. The impact of branding on these stakeholders should also be taken into consideration. An ethical brand enhances the firm's reputation; such a reputation reinforces the brand in turn. On the other hand, any unethical behaviour will severely damage or even destroy the total intangible asset as evidenced by the recent high profile corporate scandals.

Research limitations/implications – The paper questions the conventional branding practice, and explores the links between ethical branding and corporate social responsibility. Many questions remain to be addressed.

Practical implications – Ethical branding could provide the company with a differential advantage as a growing number of consumers become more ethically conscious. It could also help overcome the increasing consumers' scepticism and cynicism towards branding communications.

Originality/value – The paper is perhaps the first to raise the importance of ethics in branding.

Keywords: [Brand equity](#), [Corporate branding](#), [Corporate image](#), [Ethics](#), [Social responsibility](#)

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Resources for those studying MBAs, degrees, executive courses and business-related subjects



Emerald's Learning Zone includes a selection of useful resources to complement learners at all levels.

Study skills assist students in developing the skills they need to succeed in higher education. Management thinking and management skills are dedicated sections for working managers and those studying management. Our literature reviews collection provides a fully searchable and browsable, dynamic and ever-growing collection of reviews.

Management skills



Handy introductions for students or essential [management skills](#) for developing managers. Guides in this section include communication and time management plus many more.

Study skills



Articles and guides designed specifically to help students develop the key [study skills](#) they need to succeed in higher education. Learn about writing dissertations, note taking and much more.

Podcasts



[Emerald podcasts](#) are media files that can be played on a computer or portable media device. Our podcasts draw upon content from the Emerald Management Reviews database. Enjoy Emerald content on the move!

Management Thinking




Short, distilled summaries of the latest [Management Thinking](#) articles plus interviews with those who shape business today. Use these resources to enhance your management knowledge.

Literature reviews collection



Valuable [literature reviews](#) gathered together in a quick and convenient place for researchers to find a starting point for their next piece of work or to identify gaps in the current literature.

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Teaching Zone

Resources for teaching faculty and students in business and management



Emerald's Teaching Zone is designed to provide support and ideas for faculty involved in teaching business and management.

Teaching insights offer helpful and usable information to anyone in a teaching role who feels they would benefit from a little extra insight into the performance of that role. Case studies are ideal to use as examples of business issues and are updated regularly. Also included are in-depth reviews of management books and interviews which form an interesting and lively snapshot of the people who shape the business and academic fields.

Teaching Zone resources are available to Emerald subscribers. Simply select the "login" bar at the top of the page and use your current name and password to access.

Teaching insights



[Teaching insights](#) into writing and running courses, schemes of work for existing courses, and tips on conducting lectures and tutorials.

Case studies collection



Suitable for learning and teaching, an assortment of [case studies](#) that are ideal to use as illustrations of business and management issues.

Book reviews collection



Reliable, in-depth [book reviews](#) in the management field. Written by academics for students, teachers and researchers.

Interviews collection



[Interviews](#) with leading figures – lively conversations with people who shape the business and academic fields.

Emerald for Alumni

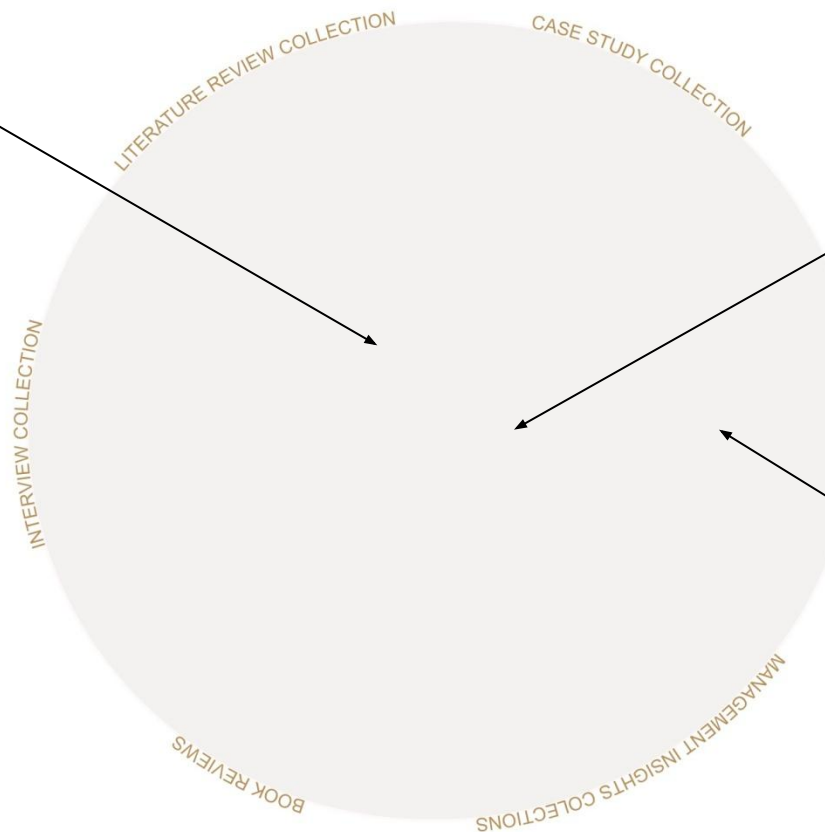
Are you helping your alumni to develop, learn and grow?





200
журналов
Emerald

Собрания
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Подробные
обзоры
материалов
из 300
ведущих
журналов по
менеджменту

Справочные
ресурсы
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Research you can use

НОВИНКИ Emerald

Emerald InTouch

*Сетевой ресурс для учащихся,
исследователей и специалистов*

- Возможность дистанционного обучения.
- Средства взаимодействия и сотрудничества специалистов в рамках одного учреждения.
- Подборка электронных образовательных ресурсов.

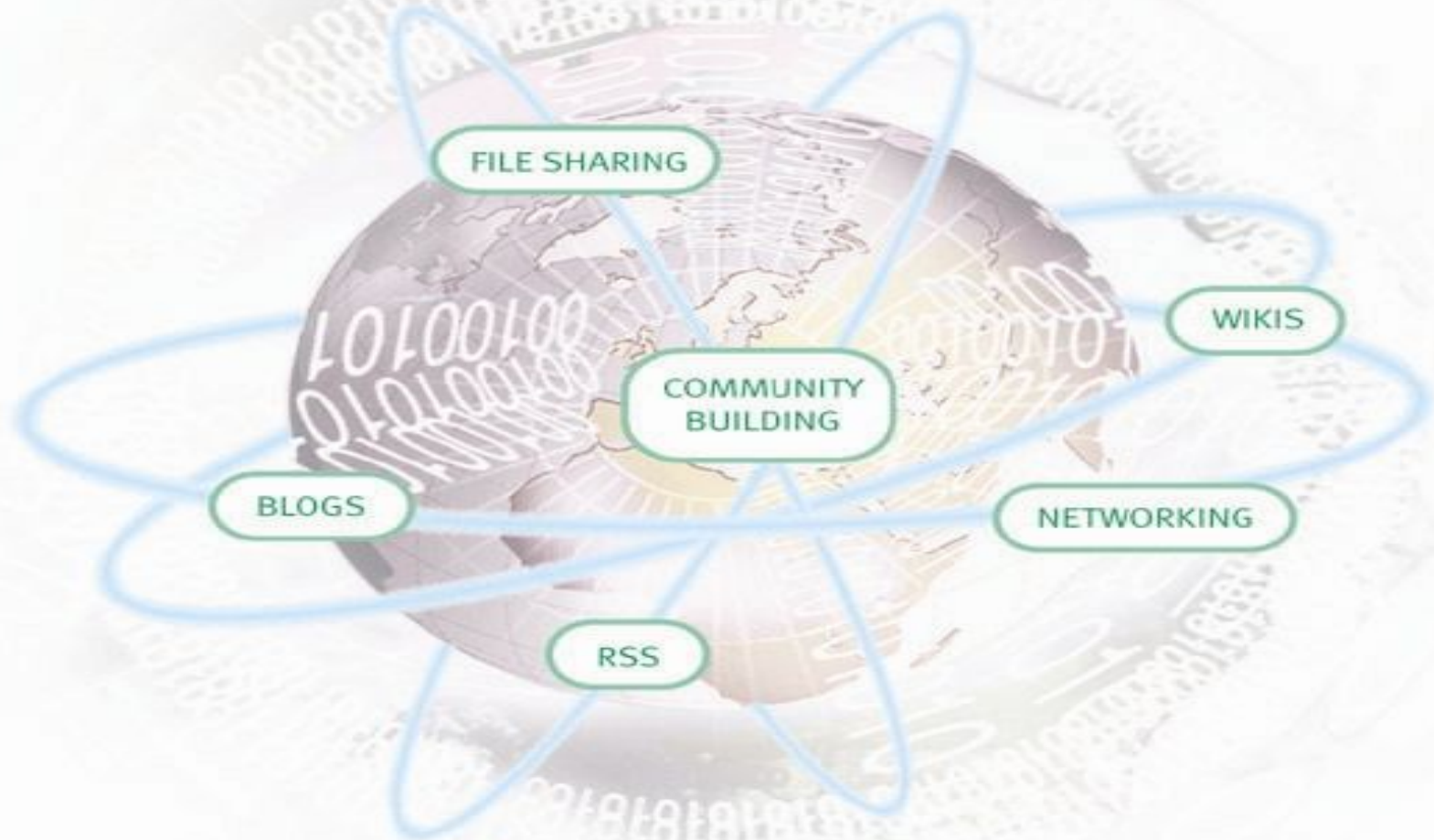
Для кого предназначена служба Emerald InTouch?



Research you can use

- Для исследователей, стремящихся выстроить "электронный дом для своего сообщества читателей журналов"
- Для факультетов дистанционного обучения школ бизнеса и университетов
- Для заведующих кафедрами и преподавателей, которые требуют от своих студентов свидетельства занятия неформальным обучением
- Для поставщиков корпоративного обучения, желающих наладить связь с учащимися до, во время и после курса
- Для организаций с вновь набранными сотрудниками в разрозненных местоположениях
- ***Для всех членов академического или делового сообщества, желающих вести совместную работу, учиться или общаться через сеть.***





Emerald InTouch 2.0 Beta

Guest, welcome to Emerald InTouch 2.0 beta

Emerald InTouch is a personal web space and hosting service that supports learning, networking and collaboration. InTouch places a range of collaborative technologies and networking tools in one simple, easy-to-use, secure space.

On

Username

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Log on:

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Statistics

There are 830 active users.
(logged on.)



True Community



Content You Care About



Staying in Touch



Your Personal Journal


Communities I can join?

 Communities for academia or professional practice.

Stay InTouch

 Sign up to InTouch alerts via Email and SMS.

Shared Bookmarks

 What other sites of interest are InTouch members sharing?

Important News:
InTouch has been upgraded and improved; we hope you enjoy the new features.

You can get an overview of [What's New](#) by clicking the link.

The Emerald InTouch Team


What are members reading?

 The most popular RSS feeds from around the site

Shout Out!

 Tell us what's on your mind and shout it to the world (or fellow InTouch members)

Research Connections

 Find collaborative research partners worldwide and showcase your

Bookmarklets

Buttons (bookmarklets) are links you add to your browser's Links Toolbar. They are an easy way to post your bookmarks in Emerald InTouch 2.0 beta.

Drag this link: [Bookmark it](#) up to your Bookmarks Toolbar or click

22 Тематические коллекции

МАРКЕТИНГ: 17 ЖУРНАЛОВ



Research you can use



Emerald Backfiles



Research you can use

**"Чем дальше вы можете посмотреть
назад, тем больше вы сможете увидеть
вперед!"**

Уинстон Черчилль



- Охватывает все издания, начиная с первого тома первого выпуска. Некоторые статьи датируются 1899 г.
- Более 120 наименований журналов, предоставляющих свыше 65 000 статей по ключевым дисциплинам менеджмента
- Каждый архив преобразован в формат PDF и полностью доступен для поиска
- Содержит ранние статьи из основополагающих публикаций, таких как ***British Food Journal***, ***European Journal of Marketing*** и ***Journal of Documentation***

Что включено в коллекцию Emerald Backfiles?



Research you can use

The Emerald Backfiles contains:

Subject	Number of titles	Dating back to
Accounting, Finance and Legal	13	1959
Education & Healthcare	9	1901
Engineering	16	1929
Human Resource Management	15	1959
Industry Sectors, Innovation & International Business	10	1899
Information and Knowledge Management	14	1901
Library Management and Library Studies	8	1900
Management Science, Economics and Social Policy	8	1963
Marketing	11	1967
Quality and Operations Management	11	1952
Strategy, General Management & Property	11	1973

Наименования журналов в Emerald Backfiles



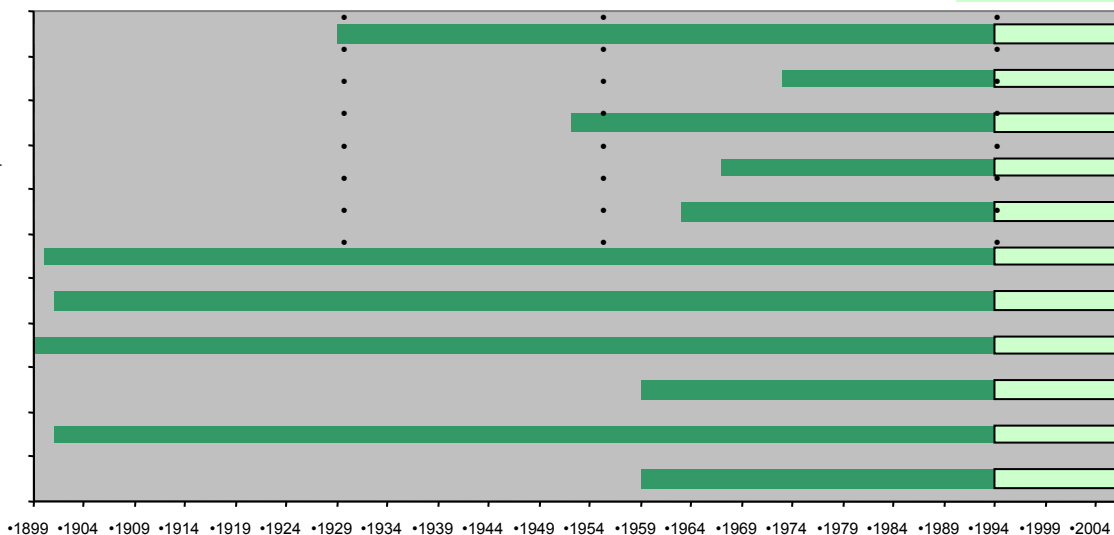
Research you can use

•Охват Backfiles

•Emerald Management Xtra

Предмет

- Инженерное дело
- Стратег. и общ. управление
- Качество и операции
- Маркетинг
- Менеджмент и экономика
- Библиотечный менеджмент
- Менеджмент инф. и знаний
- Инновации и междун. бизнес
- Управление персоналом
- Образование и здравоохранение
- Бухгалтерия

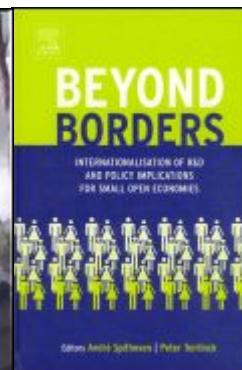
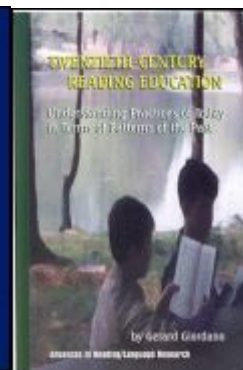
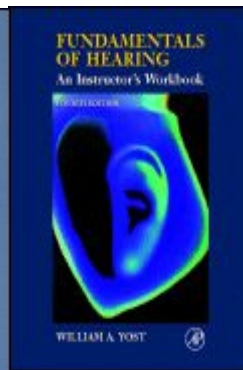
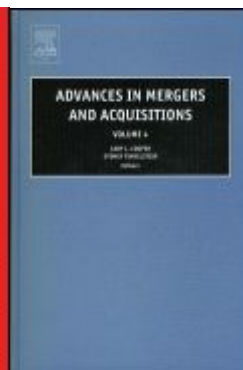
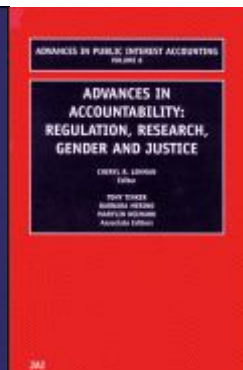
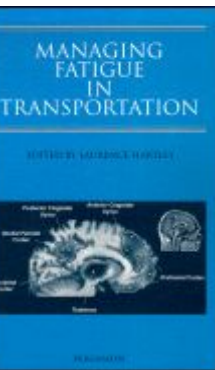


Год

Серии книг Emerald



Research you can use



In 2008 Emerald acquired...

299 Reference & Text Books

Available in hard copy from Emerald's e-commerce site (EHaus) or a range of other booksellers (e.g. Amazon)

241 Book Series

Available in hard copy from Emerald's e-commerce site (EHaus) or from a range of other booksellers (e.g. Amazon)

Available **ONLINE AS
COLLECTIONS VIA INSIGHT
FROM 2009!**

2009 Product Overview



Research you can use

Business, Management & Economics

Online Book Series Collection

62 Titles (6 titles added in 2009)

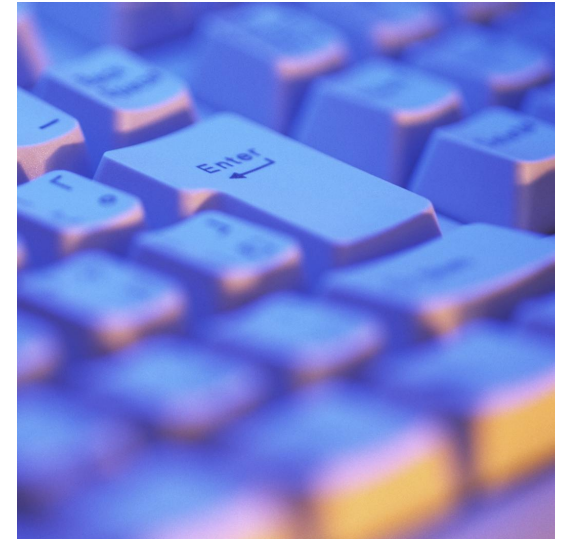
Encompasses: Accounting, Economics, Enterprise, Health Care, HR, IB, LIS, Management Studies, Marketing, Org Studies, Strategy, Tourism

Social Sciences

Online Book Series Collection

38 Titles (3 titles added in 2009)

Encompasses: Education; Politics and Policy; Sociology and Anthropology



That's **509** volumes & over **5000** chapters

=

6% addition to the Emerald database

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Emerald books

Emerald is very privileged to announce the acquisition of a programme of management and social sciences book series and monographs from Elsevier.

Part of this programme includes the acquisition of three book collections featuring high quality, often cited titles that are compiled and written by some of the most prominent authors in their fields. Three collections are currently available:

Collections



[Psychology collection](#)

The psychology collection offers a diverse mix of titles of interest to researchers and practitioners with interest in:

- Development disabilities
- Physiological psychology
- Experimental psychology
- Social psychology
- Special education
- Community and mental health
- Organizational behaviour
- Library science



[Social sciences collection](#)

Another new addition to the Emerald portfolio, the social sciences collection comprises some of the key titles in the following subjects:

- Sociology
- Healthcare
- Psychology
- Policy
- Disability studies
- Education
- Library science



[Business, management & economics collection](#)

Complementing our current management portfolio comes the business, management & economics collection which features:

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Complementing our current management portfolio comes the business, management & economics collection which features:

Complementing our current management portfolio comes the business, management & economics collection which features:

- International business
- Management
- Economics
- Marketing
- Leadership
- Healthcare management
- Strategy
- Organizational behaviour

Business, management & economics collection titles

ISSN	Book series titles
15694933	Advances in Agricultural Economic History
7496-826	Advances in Applied Business Strategy
1535-1203	Advances in Global Leadership
8826-145	Advances in Group Processes
1745-3542	Advances in Hospitality and Leisure
1479-3601	Advances in Human Performance and Cognitive Engineering Research
1474-7871	Advances in Management Accounting
1058-7497	Advances in Taxation
0194-3960	Research in Human Capital and Development
0194-3960	Research in Human Capital and Development
1094-5334	Research in Middle East Economics
0897-3016	Research in Organizational Change and Development
0742-7301	Research in Personnel and Human Resources Management
0733-558X	Research in the Sociology of Organizations
1475-1488	Advances in Accounting Behavioural Research
7496-826	Advances in Applied Business Strategy
1475-9152	Advances in Appreciative Inquiry

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- Sociology
- Healthcare
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- Policy
- Disability studies
- Education
- Library science

Social sciences collection titles

ISSN	Book series titles
1479-3709	Advances in Bioethics
2704-021	Advances in Early Education and Day Care
1479-3660	Advances in Educational Administration
0065-2830	Advances in Librarianship
0732-0671	Advances in Library Administration and Organization
1057-6290	Advances in Medical Sociology
1479-3687	Advances in Research on Teaching
0270-4013	Advances in Special Education
0195-6310	Comparative Social Research
1479-3628	International Perspectives on Higher Education Research
1479-3636	International Perspectives on Inclusive Education
1047-0042	Research in Urban Sociology
1537-4661	Sociological Studies of Children and Youth
0092-4563	Syntax and Semantics
1479-368X	Advances in Education in Diverse Communities: Research Policy and Praxis
1529-2126	Advances in Gender Research
0735-004X	Advances in Learning and Behavioral Disabilities
0278-1204	Current Perspectives in Social Theory

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Благодарим вас за внимание!



Research you can use



Для получения бесплатной пробной версии
Emerald Management Xtra или **Emerald Engineering**

обращайтесь к Ерониной Елене Александровне

Eronina_e@metecbooks.ru

Тел. (495) 510 5520