

Questions

1. Are the stealth marketing practices described in this case ethically legitimate means of marketing to consumers? Why, or why not? Explain.
2. Should consumer experts be required to disclose their financial relationships with manufacturers when they appear on television? Why, or why not? Explain. If so, who should enforce such a requirement?

CASE 3. *Sales at World Camera and Electronics*

Sales personnel at World Camera and Electronics are given a financial incentive to sell overstocked cameras; each week, the management identifies a particular camera that salespeople should try to sell over other brands. When such cameras are sold, the salesperson receives a 20 percent commission instead of the usual 10 percent.

Matthew Anderson, a college student, wishes to purchase a camera. After carefully researching different styles, he decides to buy a digital camera that he believes is ideal for student photographers. He finds the exact model that he desires at World Camera. The salesperson agrees that this model would be a fine purchase.

However, rather than simply sell this camera, the salesperson shows Matthew another camera. This one is far more expensive and a bit less practical for his needs. The salesperson has a financial incentive to sell this camera and convinces Matthew that it is indeed a better buy. While this model is widely recognized as having numerous advanced features,

Matthew does not require these additions—and is not likely in the future to need such sophisticated options. In the end, Matthew buys the more expensive camera believing that the salesperson's expertise is valuable in finding the "perfect fit" for his future needs.

Questions

1. Is this a case of deceptive sales? Does the fact that the salesperson sold a "better" camera with sophisticated features justify the sale? Is the fact that she will receive a financial bonus relevant to a moral assessment of her actions?
2. Does the salesperson's "steering" toward a particular product, in this case a more expensive camera, represent a "significant harm" to the customer? Should customers expect salespeople to be objective, with the customer's best interest in mind, or should they accept the principle "buyer beware"?

This case was prepared by David Lawrence.

CASE 4. *Hucksters in the Classroom*

Increased student loads, myriad professional obligations, and shrinking school budgets have sent many public school teachers scurrying for teaching materials to facilitate their teaching.

From William H. Shaw and Vincent Barry, *Moral Issues in Business*, 10th ed. (Belmont, CA: Wadsworth, 2007).