

[TROUBLE VIEWING?](#) Click Here to view the Promo card on the web

[SIGN-UP NOW!](#) Click to become a Member for Free!



EMPOWERMENT



Master Your Life Archives Available

**July 25th 2017: The Ethics of Marketing and
Communication**

In the last century, we have learned a lot about the mind and in particular, how to influence others. Such knowledge underpins almost all advertising and marketing. The BBC series Century of the Self, looked at how such psychological mechanisms have been hijacked by marketers. How ethical is that use of psychological principles? How does it effect communication in general? Is manipulation simply accepted as a reasonable way of communication? If so, how does that affect dialog and open-mindedness? Leah and Howard explore all these issues with insight, inspiration and intelligence, in this epi

[Read more](#)



Tune in

Archives Available on
VoiceAmerica Empowerment
Channel

EPISODE ON DEMAND

VIEW HOST PAGE

Share This Episode



Connect with VoiceAmerica

Download our mobile apps



Read what our hosts are writing about.

VOICEAMERICA BLOG