



# ETHIC MARKETING MANIFESTO<sup>®</sup>

The eleven points present inside this document represent the guidelines composing the Ethic Marketing Manifesto<sup>®</sup>. The nine points have been developed through observation of behaviours and technical factors within a real and verifiable circle.

According to the author and other persons who have worked for the drawing up of this document, the observance of these points should lead to an immediate improvement of the relationship between those who bring a new product onto the market and the market itself. With a benefit for both parts involved in the commercial and/or communicative process. The observance of mutual rules, which are at the same time recognised and shared values, can and must be the foundation of a mutual will between the parts involved, who, in a climate of mutual respect, can improve and develop the potentials and the economic factors that rule the market.



MANIFESTO  
DEL MARKETING  
ETICO.org



EMMANUELE *Maechus*<sup>®</sup>

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# ETHIC MARKETING MANIFESTO®

## Art. 1.

Any professional, dealing with marketing, through all means of Marketing Mix, must take his job upon himself, putting into practice all technical parameters achieved in the space of his own studies and experiences. Moreover, he must parametrize his own knowledge and strategies with the utmost respect of the universally acknowledged ethic, towards customers and market.

## Art. 2.

Any professional dealing with marketing has to engage himself in not inducing in the collective unconscious needs which are not essential but could be perceived as real ones by the market.

## Art. 3.

Any professional dealing with Marketing must recognize the importance of his own decisional and strategic compliances towards the life of those who could be directly or indirectly conditioned by those technical, economic or ethic choices. There can't be individual choices when responsibilities concern, directly or indirectly, social or economic needs of a society of any size or culture.

## Art. 4.

Any professional dealing with Marketing must get rid of false communicative elements in his own strategies or performances.

## Art. 5.

Any professional dealing with Marketing must shift the simple sale of a service to his customer into the sale of a real result, not only perceived but gained through those excellence factors mentioned above.

## Art. 6.

Any professional dealing with marketing, in closing a technical mission of balance, must provide real, not manipulated data, verifiable through other means of public, private, formal or informal circulation.

## Art. 7.

Any professional dealing with Marketing must provide real results and enable customers and market to check them.

## Art. 8.

Any professional dealing with Marketing, on making his strategic choices within the CSR and on drawing up social balance, must make realistic choices and provide objective and real data.

## Art. 9.

Any professional dealing with Marketing and training other professionals must engage himself in teaching his students the ethic principles based on this Manifesto.

## Art. 10.

Any professional dealing with Marketing must realize that all the guide-lines within the Manifesto have to be applied both to single individuals and to groups of persons.

## Art. 11.

Any professional dealing with marketing must understand that there are no technical, financial or economic limits inside this document, but only the steady will of leading the Marketing profession at a level of excellence such as to be able to get benefit to the customer, without manipulating real values and such perceived by the market through false, unreal, unclear or unverifiable information or communication.

*"This manifesto doesn't restrict in any way strategic possibilities by strategists or other professionals of the field, but sets moral parameters grounded on universally acknowledged ethic principles."*

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