

SALES ETHICS: CAVEAT EMPTOR OR VENDOR?

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ABSTRACT

This essay discusses who is responsible for ethical sales in business to consumer (B2C) and business to business (B2B) transactions. It argues that in B2C sales the consumer is responsible for their own ethical treatment by salespeople and the company they are doing business with. Inversely, in B2B sales, it is the sales managers and the company offering goods or services to maintain an ethical culture in their sales force.