

Discussion #10 - Ethics

The term 'Ethics' is surrounded by terms such as; trust, responsibility, morality, and respect. "Treat others as you want to be treated". Within the business world today there is a process of pursuing customers, building customer relationships, and performing services to keep the customers you have and due to those relationships and by the word of mouth gain new customers. Ethics is built in, part of, and here to stay all over the business world and not just in the business world. For myself as a consumer, I feel that the word trust is probably the biggest word that can be associated with ethics. When I enter in or hand over my credit card to make a purchase, I am the one that is making that decision to trust the organization that they are going to keep that data safe from other people, and that the people who work there are going to respect that data and keep it private. It is the consumers right to not buy online or use other ways of payment that would not expose personal information.

Web Analysts/Marketers have a job to do to find ways keep and attract consumers. They use every tool possible to make our experiences, online or not, a positive interaction to keep us coming back. When that relationship is made, it is the consumer's decisions to keep coming back. It is the 'Give and Take' on both ends that forms that relationship or bond. The question is for consumers, what do you want them to do to make you satisfied, to make you come back?

As a consumer if you like your online experiences, having websites identify your needs and wants, and are pursued by sale information and great deals, you have learned to trust that business in keeping your information safe.

As a marketer, you need to recognize the boundaries that need to be established. Protect and protect customer information and respect it in the highest regard.

The business needs to have high quality networking equipment to safeguard all data within.

Web Analyst's Code of Ethics Link:

<http://www.webanalyticsassociation.org/?page=codeofethics>

Business to Business or Business to Customer Link:

<http://pwebs.net/m/marketing-b2b-b2c/>