

Individual case study

[Linguistics](#), [English](#)



Blog Questions on Joe Camel Blog questions on Joe Camel I will look at Camel cigarettes because the cartoon Joe camel according to a survey was found to be targeting children. This is an issue of concern because more than half of the children associated Joe Camel with cigarettes. Teenagers thought that the adverts by Joe camel were cool and those who smoked said it was their favorite brand.

Ethical breach

The advertisement by Joe camel were targeting kids since teenagers smoking cigarettes increased. The increase in number of young adults smoking cigarettes was all related to Camel as over thirty three percent of them said it was their favorite brand.

Importance of the case

To maintain ethics in the society, there needs orders and legal protections to protect kids and avoid harm. Greater power is needed in the government to help control ethical egoism in firms to help curb cigarette smoking among young adults as it is an unhealthy lifestyle.

The case and American business

Joe Camel case created a lot of controversy as issues related to smoking and health continued increasing. Maintaining integrity and goods morals in business is important. Businesses should accountable to the society by ensuring that their operations are ethical.

Preferred ethical model

The normative standards ethical model would have been the best as it would have helped Joe Camel from getting into trouble with the law. They would have been accountable and avoided making their advertisements personal

especially among children.

School of thought on social responsibility

Social responsibility school of thought that was being used allowed the business to make profit and be responsive to the society. The invisible hand school of thought would have been the best as it would have allowed the government too set standards for the firm to operate appropriately.