

Corporate social responsibility and the tobacco industry: philip morris

[Business](#)



The paper "Corporate Social Responsibility and the Tobacco Industry: Philip Morris" is a great example of an annotated bibliography on business. Metzler, M. (2001). Responding to the legitimacy problems of big tobacco: An Analysis of the "People of Philip Morris" image advertising campaign. *Commun Q*, 4366, 381.

This paper examines the legitimacy issues that have impeded Philip Morris's promotion and image improvement. With a clear delineation of aspects that characterize weak communication, such as one-way message conveyance, lack of dialogue, and legal limitations, this paper will ease the process of identifying weak points in Philip Morris's communications.

Chapman, S. (2004). Advocacy in action: extreme makeover interruptus: denormalizing tobacco industry corporate schmoozing. *Tobacco Control*, 13, 445-447.

Just like the title suggests, this paper analyzes the tendency of tobacco industry players to advocate for their products through sponsorship and other media strategies. The paper further explores how Philip Morris, as a high ranking sponsor in the tobacco industry manages to influence others through basic communication channels like phone calls and emails. This paper will play a significant role in the research, by showing how the company can capitalize on basic communication factors.

Hirschhorn, N. (2004). Corporate social responsibility and the tobacco industry: hope or hype? *Tobacco Control*, 13, 447-453.

This article explores corporate social responsibility (CSR) in the tobacco industry and its connection with communication. The paper clearly shows how Philip Morris applies CSR to enhance its participation in environmental,

labor and human rights issues. It will, therefore, be an invaluable source of information in showing how vital communication is, in linking Philip Morris to its customers and other stakeholders.

McDaniel, P. (2006). Smith EA Malone R E. Philip Morriss project sunrise: weakening tobacco control by working with it. *Tobacco Control*, 15, 215-223.

This research article examines Philip Morriss Project Sunrise, a campaign that sought to delegitimize and foster social acceptability of tobacco smoking and the organization itself. It also shows how the project prompted PM's participation in meetings, advertising and policy planning. The paper will provide insight into the essence of media, internal and internet communications.

Myers, M. (2003). Philip Morris changes its name, but not its harmful practices. *Tobacco Control*, 11, 169-170.

This article explores the transformation of Philip Morris, in an attempt to revitalize its brand image. It also evaluates how the company has tried to do the same over the years changing from magazine adverts to current direct sale in retail stores. This paper will be crucial to the research since it shows not just the challenges associated with communication, but possible solutions as well.

Szczyпка, G., Wakefield, M., A. & Chaloupka, F. (2007). Working to make an image: an analysis of three Philip Morris corporate image media campaigns. *Tobacco Control*, 16(5), 344-350.

This article examines Philip Morriss general strategy in enhancing its brand image over the years. It particularly focuses on media campaigns launched

by the company through television advertisement, in a bid to gain brand recognition. The article delves deeper into motivations behind the said campaigns. It will be a crucial information source since it provides insight into the background of Philip Morris's communication strategy.

Hafez, N., & Ling, P. (2005). How Philip Morris built Marlboro into a global brand for young adults: implications for international tobacco control. *Tobacco Control*, 14, 262-271.

This research paper evaluates market survey and marketing strategies applied by Philip Morris in promotion of their leading brand, Marlboro. The article further describes how the company has standardized its identity and promotion messages, in the effort to target young adults in various countries. The research paper will aid in the communication audit, by providing a basis for determining the positive and negative aspects of the Marlboro advertisement strategies.

Henriksen L., & Fortman, S. (2002). Young adults opinions of Philip Morris and its television advertising. *Tobacco Control*, 11, 236-240.

This article presents research findings on perceptions of young people on Philip Morris's television adverts. It also highlights problems that affect the company's promotion strategies, such as negative publicity aimed at discrediting tobacco. The study further proposes counter-advertising, as a way of dealing with bad publicity. This article will aid in the identification of communication problems specific to the tobacco industry, particularly to Philip Morris.

Drope, J., & Drope, J. (2004). The Development of Position on Environmental Tobacco Smoke for its Website. Retrieved from <http://www.who>.

<https://assignbuster.com/corporate-social-responsibility-and-the-tobacco-industry-philip-morris/>

int/tobacco/surveillance/ti_monitoring/ets_pm_. pdf

This report presents a yearly trace of Philip Morris's public relations drives, which were aimed at transforming its tarnished corporate image. The company had failed to inform the public about the addictive effects of nicotine, hence suffering a significant setback. The report further shows how designing a website on tobacco addiction causes, among other related information, improved its position. The report will provide proof of the essence of improving communication within the firm.

Yager, S. (2013). Welcome to Marlboro Country: Philip Morris Stakes a Last Claim in the West. The Atlantic Retrieved from <http://www.theatlantic.com/national/archive/2013/03/welcome-to-marlboro-country-philip-morris-stakes-a-last-claim-in-the-west/274056/>

This newspaper article explores Philip Morris's Marlboro promotion strategies. It also details how the company's advertising strategies have changed over the years, from televised ads and billboards to direct promotion to consumers and rewards. This article will prove the need for communication evolution and adaptability.