



Ethics of Price Strategies in Business

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Abstract

Prices decisive it is important area of consumer protection. Law prohibition of use some types of price are make in all development countries (include EU directives and OECD directions). To rank non-ethics prices among the prohibition prices and overmuch high prices. Enterprises and branches have had good praxis's codes (or ethics code) contemporary, unfortunately it hasn't regulation of prices decisive in these codes. In this paper was showed price regulations (include prohibit prices) and case studies of non-ethics and dishonest price praxis in Poland and Europe. Managers hadn't always consciousness for civil and criminal responsibility of faulty prices decisions. It is necessary large education of managers in area of strategies the prices ethics decisive and enforces of ethics codes in enterprises.

Keywords: Ethics, pricing strategy, consumer behavior, prohibited prices