Reading 11.1 by John McCall explains in more detail the grounds for thinking [illegible] deception is wrong. It argues that, regardless of the effect, any attempt to deceive [illegible] advertising is presumptively immoral. McCall goes on to apply that analysis to a [illegible] of advertising techniques, and he concludes that advertisers and the public are [illegible] critical of contemporary advertising practices. Reading 11.2 by Thomas [illegible] extends the analysis of deceptive marketing practices by looking more specifi[illegible] deceptive sales practices. Carson argues that salespersons not only have duties [illegible] from deception and lies, but also have positive duties to warn about potential [illegible] and to fully and honestly answer questions and disclose information.

McCall and Carson challenge us to determine just when a failure to disclose [illegible] counts as deception. One answer to this challenge is to hold that per[illegible] advertising and sales are obliged to disclose information when it is known to [illegible] materially relevant to a consumer's choice. Withholding such materially relevant [illegible] is, on this account, a practice of intentional deception by omission. This [illegible] a problem for advertisers or salespersons who believe in a caveat emp[illegible] approach in which consumers are responsible for finding out materially relevant [illegible] on their own.

[illegible] instance of this approach has been mentioned a few times already in this [illegible] Sachs CEO Lloyd Blankfein's response to questioning during a Senate [illegible] into the financial collapse indicated that he believed Goldman's clients [illegible] sophisticated investors who were capable of looking after their own interests. [illegible] Blankfein concluded that Goldman had no obligation to disclose to clients [illegible] very people who designed one of the company's securities were betting it [illegible]

The readings by McCall and Carson both suggest that this approach effectively [illegible] the attitude of itinerant patent medicine "snake oil" salesmen who believed [illegible] were patsies ripe for the picking. It is an attitude, they argue, that turns [illegible] relationship between seller and buyer into an adversarial one. The consequent [illegible] of trust erodes the values necessary for the efficient functioning of markets [illegible] itself, as well as undermines the prospects for long-term viability of a firm [illegible] repeat business less likely.

MANIPULATION, AUTONOMY, AND VULNERABILITY

[illegible] ways other than deception or force to exert undue influence and to inter[illegible] autonomy. Nondeceptive forms of manipulation can subvert an individual's [illegible] judgment. Nondeceptive forms of manipulation attempt to short-circuit or [illegible] person's capacity for critical reasoning. There are many ways to engage in such [illegible]. I might manipulate my students to study by constant reminders about [illegible] their parents are paying for their education. A lawyer might manipulate a [illegible] by asking leading or intimidating questions. A car salesman might manipulate [illegible] new car buyer by emphasizing the dangers women face when their car