

Lululemon Athletica's Product, Employee and Public Relations Issues

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Event
Lululemon Athletica's 2012 "The Power of Yoga" event was a major success, drawing over 100,000 attendees to the Los Angeles Convention Center. The event featured a variety of yoga classes, live performances, and a keynote address by Lululemon CEO. The event was a key part of Lululemon's marketing strategy to promote its brand and products.

Product Technology
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Main Idea
The pros and cons of legal and ethical issues such as event, blogs, advertising, PR, sharing, text messaging, etc.

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Websites Cited

- Event*
- Product Quality*
- Text Messaging*
- Product Technology*
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Main Idea

The pro's and con's of legal and ethical issues such as email, blogs, webcasting, file sharing, text messaging, etc.

Email

Some unethical uses of using an email would be harmful address disclosure. Harmful address disclosure is when someone uses someone else's email for something that's just harmful to the other person. Another unethical use of using an email is broadcasting. Broadcasting is when someone sends an email to too many email addresses which is basically spamming them. Forgery is another unethical use of using an email. Forgery is basically when a recipient changes almost every aspect of an email, such as the date, time, author, routing, etc. It's time for the ethical uses or should I say pros of using an email! One pro to using an email is that the other person could be anywhere and you could write to them with no problem, crazy, right? Another pro to using an email is that you could write out a message or should I say "draft" and send it until the time comes or you're ready. Sending a message to multiple people at once is another pro to emailing. Instead of just writing out the same message over and over again, you can just send it in a group message!



Blogs: Tumblr

Some ethical uses of Tumblr are that it's quite simple to use.

The way it's set up and everything is very easy to use. For example, if you have used Blogger or WordPress then you should

have no problem using it. Quality is another ethical use of Tumblr. The videos, the pictures, and everything else that you can find on there is great quality. However, you need to make sure that the content you put on there is good quality as well.

The last ethical use or pro to this blog making website is that you can engage with other people or your peers quite easily.

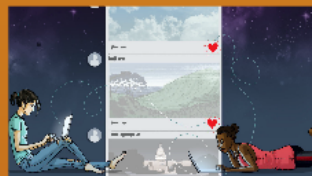
Following others and them following you shows you what you like and what they like. Some cons to using Tumblr is that it

could be filled with a virus. For example, there could be a link somewhere on a page and you click on it, it could either lead

you to an actual Tumblr page or to a page that's probably filled with a virus. Another unethical use or con to using it is that

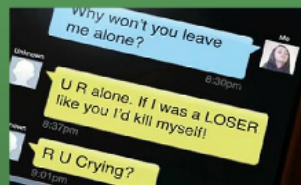
customizing it could be hard if you don't know how to work with

a HTML.



Text Messaging

Some ethical issues with text messaging would be that you could write to people that are a long distance away from you. It makes communicating a lot easier for you and the other person. Another ethical issue would be that you could be more brutally honest over text rather than face to face. Some unethical issues with text messaging is that you could get easily distracted while driving or walking and something bad could happen to you or the people in front of you. Another unethical issues is that you could easily be cyber bullied through text messaging because people aren't necessarily doing it in person but rather over a screen. Also another unethical issue would be that you could be exposed to more spam or rather I say someone trying to harass you.



Unethical Issues of Technology

Some unethical issues of technology could be virus spreading, hacking, and identity theft. For example, you could be on Facebook and you could of have clicked on a link that lead you to a different page that was filled with viruses.

Your computer now has viruses all because of a dumb link that you clicked on. Let's go on to the hacking and identity theft part of technology. People that hack in a non ethical way do it for their own personal gain. They do it to steal someones information, such as credit card info, and ID theft. This is very dangerous to whom the person this is happening to and the person usually hacks someone in order to hurt them or their personal info.



Protecting Technology

Some ways you could protect your technology from viruses and hacking could be Firewall, an antivirus software, spyware, etc. Firewall is an internal security system that helps protect your computer.

An antivirus software prevents certain programs from embedding into your computer system. Some examples of an antivirus would be Norton's Antivirus, McAfee, Webroot, and more. A spyware is something that allows others to look at the things that you're doing on your computer.

