

Business Ethics Ghillyer

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business ethics now 4e by andrew w ghillyer provides assistance to employees by taking a journey through the challenging

world of business ethics at the ground level of the organization rather than flying through the abstract concepts and philosophical arguments at the treetop level by examining issues and scenarios that relate directly to their work environment and their degree of autonomy in that environment employees can develop a clearer sense of how their corporate code of ethics relates to operational decisions made on a daily basis

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take a seat in the boardroom what will you decide corporations make difficult decisions about the right thing to do every day but as an organization made up of people with different perspectives and values how can a business behave ethically this is business ethics offers a dynamic and engaging introduction to the study of corporate morality offers real world practical advice for navigating ethical dilemmas in business developed and explained through illustrative high profile case studies like the ford pinto case enron walmart and british petroleum explores how ethical theory informs business policy and practice presents unresolved contemporary case studies for consideration inviting readers to participate in the decision making and offer their own recommendations the latest in the this is philosophy series this is business ethics features supplemental online resources for instructors and students at wiley.com/enus/thisisphilosophy/thisisbusinessethicsanintroduction

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résumé this book integrates a stakeholder perspective with an issues oriented approach so students look at how a business's actions affect not just share price and profit but the well being of employees customers suppliers the local community the larger society other nations and the environment fourteen of the twenty three cases are brand new to this edition touching on issues such as cyberbullying fracking neuromarketing and for profit education and involve institutions like goldman sachs google kaiser permanente walmart ford and facebook the text has been updated with the latest research including new national ethics survey data perspectives on generational differences and global and international issues each chapter includes recent business press stories touching on ethical issues several chapters now feature a point counterpoint exercise that challenges students to argue both sides of a contemporary issue such as too big to fail institutions the boston bomber rolling stone cover student loan debt online file sharing and questions raised by social media

this introduction to business ethics surveys the current literature and core theories with applications to a number of contemporary issues in the field including corporate responsibility equal opportunities legislation the ethics of advertising and environmental issues

this book is compiled from business ethics a real world approach 2nd ed by andrew ghillyer chapters 1 2 3 5 8 9 and introduction to business law in singapore 4th ed by ravi chandran chapters 1 14

business ethics what everyone needs to know is a succinct practical survey that explains what ethical lines are how not to cross them and what to do when they are crossed written in a question and answer format this resource provides engaging and readable introductions to the basic principles of business ethics and an invaluable guide for dealing with ethical dilemmas

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