

Business Ethics Third Edition Amazon Andrew

This book remains the most in-depth large-scale introductory text on ethics as applied to tourism, examining the deep theoretical aspects of how human nature applies to tourism. It explores theory from a number of different disciplines, provides an overview of work on moral reasoning and development, and weaves together theory with real-world tourism ethics problems and issues. The new edition of this landmark volume has been reworked and updated to take into account important works published since the first edition, including more than 100 new references on ethics and tourism ethics, and to engage more with 20th century theorists in philosophy. It continues to be an important text for students and researchers in tourism, recreation and leisure studies, geography, environmental studies and business.

Contemporary dilemmas, whether in business or politics, bear an uncanny resemblance to the predicaments witnessed in the ever-timely epic, the Mahabharata. Who else but Bhishma Pitamah then to the rescue of the modern-day manager, politician or bureaucrat! In the epic, Bhishma is the upholder of truth and dharma, his life shaped by the difficult choices he makes. He isn't always infallible, but even where his decisions are questionable, he serves as a role model. Prof.

N. Balasubramanian uses this powerful figure and his selfless values as a guide to make the right choices in The Bhishma Way. He discusses the importance of values, dharma, truth, justice and governance in businesses and governments. Analyses of real-life cases—among them, Union Carbide and the Bhopal gas tragedy, James Hardie and asbestos in Australia, and Ok Tedi in Papua New Guinea—complement the mythological stories and insightful anecdotes in this illuminating and thought-provoking book. This serves as an instructive read for anyone striving for a higher moral code in day-to-day decision-making and leadership.

The five volumes of this ultimate resource recognize the inherent unity between business ethics and business and society, that stems from their shared primary concern with value in commerce. This Encyclopedia spans the relationships among business, ethics, and society by including more than 800 entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

Text provides a collection of scholarly research work, practical applications, and theory on e-business innovations and change management. -- From publisher.

Ethical Issues in Business

The Etiquette Advantage in Business, Third Edition

Legal Ethics

Ethics in Finance

A Practical Approach

An Introduction

The author offers a behind-the-scenes look at Amazon.com, the company he once worked for, exposing the rollercoaster ride that CEO Jeff Bezos set into motion in the mid-1990s.

Filled with real-work examples, ethical dilemmas, and rich cases, Understanding Business Ethics Third Edition by Peter Stanwick and Sarah Stanwick examines business ethics using a managerial approach. The authors explain the fundamental importance of ethical leadership, decision making, and strategic planning while examining emerging trends in business ethics such as the developing world, human rights, environmental sustainability, and technology. The text's 25 cases profile a variety of industries, countries, and ethical issue in an applied way that are relevant and meaningful to students' lives.

Packed with real-life examples of business decisions gone awry, the 8th Edition of BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS explores the complex issues of business ethics from the leaders' perspectives. This best-selling text offers a rare collection of readings which examines the business decision-making processes of many types of leaders, while revealing some of the common factors that push them over ethical lines they might not otherwise cross. A combination of short and long cases, readings, hypothetical situations, and current ethical dilemmas, BUSINESS ETHICS: CASE STUDIES AND SELECTED READINGS provides a stimulating and thorough basis for evaluating business ethics, and encourages stronger values in future business leaders. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Dynamic Business Law: The Essentials is appropriate for the one-semester Business Law course. It contains the basics of business law but does not get bogged down in the kind of details that are more appropriate in an upper-level law class. The text provides an examination of the basic questions, concepts, and legal rules of business law. Emphasis on the BUSINESS in business law. Dynamic Business Law: The Essentials emphasizes the tie of legal issues back to the core business curriculum. This will help both students and faculty. Faculty need to know how this is integrated as they are constantly 'defending' the inclusion of this course in the business curriculum. And students need to understand how the concepts tie to their future business careers. Emphasis on TEACHING. Many professors teaching this course are attorneys first and academics second. They do not have a lot of time to prepare or think about how to apply this information effectively for their business students. Dynamic Business Law: The Essentials contains a helpful instructor's manual, particularly for the many adjuncts teaching this course. Emphasis on CRITICAL THINKING. Neil Browne, one of the co-authors of this text, has written a successful text on critical thinking. His framework is included in Dynamic Business Law: The Essentials as well - to help students learn how to frame and reframe a question/issue. Critical thinking questions are also included at the end of each case, to tie in this component even further.

Ethics in Information Technology

Encyclopedia of Business Ethics and Society

Cases in Business Ethics

E-business Innovation and Change Management

Handbook of Research on Business Ethics and Corporate Responsibilities

"The Moral Case for Profit Maximization considers the moral status of profit maximization, arguing that profit maximization is moral when businessmen seek to maximize profit by forming values and cultivating the virtues"--

Previous edition: Malden, MA: Blackwell, 2008.

Cases in Business Ethics provides the opportunity for students not only to discuss the application of ethical theories in managerial situations, but also to apply judgment and make decisions in a real-world context. This collection of cases focuses on business decision-making, and includes both short and long, more complex cases that highlight the practicalities of business practice and ethical theory. A beneficial feature of Cases in Business Ethics is the variety of ways in which the cases can be organized to fit the course curriculum.

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 www.thisisphilosophy.com.

This is Business Ethics

The Moral Case for Profit Maximization

Organizational Ethics

Best Practices for Designing and Managing Ethical Organizations

A Business Ethics Reader

21 Dog Years

Learn to make successful ethical decisions in the midst of the new business realities of 2020 and 2021 with Ferrell/Fraedrich/Ferrell's market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, 13E. Packed with current examples and exercises, this edition demonstrates how to integrate ethics into key strategic business decisions as reorganized chapters clearly present the ethical decision-making process in today's complex ethical, legal, social and political environments. New scenarios highlight 2020 economic and pandemic realities and preview ethical challenges you are most likely to encounter as a new manager. Updates address the processes and best practices behind successful business ethics programs as well as the latest legislation and new coverage of global sustainability and corporate social responsibility. New and original cases provide insights into ethics in familiar organizations, such as Tesla and TOMS, while exercises reinforce concepts with hands-on applications. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Written by 25 MA and MBA students from across the world, this text provides an applied business ethics framework with an international dimension.

Develop a strong understanding of the legal, ethical, and societal implications of information technology with Reynolds' ETHICS IN INFORMATION TECHNOLOGY, 6E. The latest edition of this dynamic book provides up-to-date, thorough coverage of notable technology developments and their impact on business today. Readers examine issues surrounding professional codes of ethics, cyberattacks and cybersecurity, security risk assessment, privacy, electronic surveillance, freedom of expression, Internet censorship, protection and infringement of intellectual property, development of high-quality software systems, the impact of IT on society, social networking, and the ethics of IT corporations. Business vignettes, Critical-Thinking exercises, thought-provoking Cases and decision-making features prepare readers to make key business decisions and resolve ethical dilemmas in today's workplace. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Packed with cases, exercises, simulations, and practice tests, the market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, Tenth Edition, thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs--helping readers see how ethics can be integrated into key strategic business decisions. Thoroughly revised, the new tenth edition incorporates coverage of new legislation affecting business ethics, the most up-to-date examples, and the best practices of high-profile organizations. It also includes 20 all-new or updated original case studies. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Making Ethical Decisions

Business Ethics: Case Studies and Selected Readings

The Bhishma Way

Oil Sparks in the Amazon

Ancient Dharma for Modern Business and Politics

Interdisciplinary Perspectives

"Keeping pace with recent developments, almost a third of the Eighth Edition is new. Ethical Issues in Business offers a mix of case studies - nine of which are new to this edition - and theoretical articles - ten of which are new to this edition. The articles range from classics in moral theory and economics, to modern commentaries by business executives."--Jacket.

Spans the relationships among business, ethics, and society by including numerous entries that feature broad coverage of corporate social responsibility, the obligation of companies to various stakeholder groups, the contribution of business to society and culture, and the relationship between organizations and the quality of the environment.

The Oxford Handbook of Business Ethics is a comprehensive treatment of the field of business ethics as seen from a philosophical approach. The volume consists of 24 essays that survey the field of business ethics in a broad and accessible manner, covering all major topics about the relationship between ethical theory and business ethics.

When confronted with an ethical dilemma, most of us like to think we would stand up for our principles. But we are not as ethical as we think we are. In Blind Spots, leading business ethicists Max Bazerman and Ann Tenbrunsel examine the ways we overestimate our ability to do what is right and how we act unethically without meaning to. From the collapse of Enron and corruption in the tobacco industry, to sales of the defective Ford Pinto, the downfall of Bernard Madoff, and the Challenger space shuttle disaster, the authors investigate the nature of ethical failures in the business world and beyond, and illustrate how we can become more ethical, bridging the gap between who we are and who we want to be. Explaining why traditional approaches to ethics don't work, the book considers how blind spots like ethical fading--the removal of ethics from the decision--making process--have led to tragedies and scandals such as the Challenger space shuttle disaster, steroid use in Major League Baseball, the crash in the financial markets, and the energy crisis. The authors demonstrate how ethical standards shift, how we neglect to notice and act on the unethical behavior of others, and how compliance initiatives can actually promote unethical behavior. They argue that scandals will continue to emerge unless such approaches take into account the psychology of individuals faced with ethical dilemmas. Distinguishing our "should self" (the person who knows what is correct) from our "want self" (the person who ends up making decisions), the authors point out ethical sinkholes that create questionable actions. Suggesting innovative individual and group tactics for improving human judgment, Blind Spots shows us how to secure a place for ethics in our workplaces, institutions, and daily lives.

The Legal and Ethical Environment of Business

Honest Work

The Market Context of Executive Decisions

Local Conflicts, Indigenous Populations, and Natural Resources

Business Ethics

The Oxford Handbook of Business Ethics

Business Ethics teaches students how to create organizations of high integrity and superior performance. Author Denis Collins and new co-author Patricia Kanashiro walk readers through designing ethical organizations using an Ethical Systems Model that outlines best practices for hiring, training, making ethical decisions, and fostering trust. The substantially revised Third Edition integrates the most current research findings; includes three new chapters on corporate governance and stakeholder relationships, global sustainability, and global corporate citizenship; and explores timely topics through new case studies on the opioid crisis, the #MeToo movement, climate change, and business responses to the COVID-19 pandemic. This title is accompanied by a complete teaching and learning package. Contact your SAGE representative to request a demo. Digital Option / Courseware SAGE Vantage is an intuitive digital platform that delivers this text's content and course materials in a learning experience that offers auto-graded assignments and interactive multimedia tools, all carefully designed to ignite student engagement and drive critical thinking. Built with you and your students in mind, it offers simple course set-up and enables students to better prepare for class. Assignable Video with Assessment Assignable video (available with SAGE Vantage) is tied to learning objectives and curated exclusively for this text to bring concepts to life. Watch a sample "What Would You Do?" video. Assignable Self-Assessments Assignable self-assessments (available with SAGE Vantage) help students evaluate the ethics of an organization or group that they are a part of. LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site. Learn more.

How can you be an ethical corporate citizen in an increasingly complex, multiple-stakeholder world? This is the most pressing question facing businesses today, small and large, local and global. Business Ethics is a thorough yet accessible exploration of the main ethical theories and how these apply to the major stakeholders facing this question. Written from a truly international perspective and supported by diverse and innovative learning features, this book provides the tools and concepts necessary to understand and effectively manage ethical challenges wherever you are in the world. 'Key Concepts' and 'Think Theory' boxes ensure the essential ideas are straightforward to grasp but don't go unchallenged, while 'Ethics in Action' boxes and Case Studies illustrate these ideas at play in the working world. Step into the shoes of a decision-maker with 'Ethical Dilemma' boxes and hear from them first hand with new 'Practitioner Spotlight' boxes, which feature fascinating insights from real-life practitioners on how they manage ethical decisions and what skills they consider to be crucial to success. The fourth edition offers a wealth of new cases and examples as well as updates of favourites from previous editions, including features on AirBnB, TOMS, and McDonalds. Bespoke video interviews with the practitioners from the book and new multiple-choice questions enhance the online resources for students, while workshop and flipped classroom activity ideas support lecturers. In addition, content has been thoroughly updated across the book and online to reflect the latest developments and issues surrounding corporate citizenship, globalization, and sustainability. Award-winning, best-selling, and up-to-date; this is the textbook of choice for those wishing to excel in business ethics. The book is supported by an extensive range of online resources: For students: Practitioner Spotlight videos and web links Additional Case Study web links Additional Ethics in Action web links Addition Ethics on Screen web links Think Theory responses Film list Ethics career guide Further reading Multiple-choice questions For lecturers: VLE content PowerPoint slides Test bank Case bank Sample course outline Teaching notes for Case Studies Teaching notes for Ethical Dilemmas Teaching notes for Ethics in Action features Teaching notes for Ethics on Screen features Ideas for structured workshops

Information Assurance and Security Ethics in Complex Systems: Interdisciplinary Perspectives offers insight into social and ethical challenges presented by modern technology. Aimed at students and practitioners in the rapidly growing field of information assurance and security, this book address issues of privacy, access, safety, liability and reliability in a manner that asks readers to think about how the social context is shaping technology and how technology is shaping social context and, in so doing, to rethink conceptual boundaries.

We are constantly faced with ethical decisions, no matter what organizations we join. The ethical choices we make determine the health of our businesses, schools, government agencies, religious congregations, charities, and other institutions. Our ethical decisions also determine our career success or failure. Bestselling author, Craig E. Johnson, shows how we can develop our ethical competence, just as we develop our abilities to manage or oversee operations. Every chapter of Organizational Ethics: A Practical Approach, Third Edition provides readers with opportunities to apply ethical principles and practices in a variety of settings through self-reflection, analyses, projects, and discussion. Written in a reader-friendly style, each part of the book is layered around organizational behavior. The parts introduce moral theories used in ethical problem-solving; examines individual motivations; looks at the ethical dilemmas of groups, teams, and leaders as well as offers strategies for creating ethical cultures and promoting social responsibility. This book shows how readers can develop their ethical expertise and provides opportunities to practice problem-solving to defend their decisions.

Anderson's Business Law & The Legal Environment - Comprehensive Edition

Doing Time @ Amazon.com

Tourism Ethics

Why We Fail to Do What's Right and What to Do about It

Business Ethics: Ethical Decision Making & Cases

Understanding Business Ethics

Combining readings and case studies, this text asserts that business ethics is primarily about the ethics of individuals and challenges students to reconcile their personal value systems with standard business practice. Integrating new material on fairness, the financial system, and the global village, this is a practical overview of the ethical issues students are most likely to face in the workforce.

Gain a strong understanding of business law as it's practiced today with the comprehensive, yet clear, approach found in today's number one business law resource with summarized cases: ANDERSON'S BUSINESS LAW & THE LEGAL ENVIRONMENT, COMPREHENSIVE VOLUME, 24E. This reader-friendly approach helps you grasp legal concepts and principles without overwhelming detail. You examine the latest developments in law today with new cases as recent as 2020 and examples drawn from current headlines. In addition to summarized cases, numerous examples of today's real legal dilemmas, meaningful applications and interesting learning features emphasize the relevance of what you are learning. You examine legal concepts within the context of real life with examples such as rapper 50 Cent's bankruptcy, Netflix's battle with Hollywood and popular online retailer Wayfair's legal battles. In addition, clearly identified content helps you prepare for the current CPA exam. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

*Understanding Business Ethics*Sage Publications, Incorporated

With its practical, hands-on approach to legal ethics, the third edition of LEGAL ETHICS is designed to ensure that readers have a solid grasp of the ethical rules that apply in the legal setting. Comprehensive yet easy to understand, this engaging book provides a thorough and substantive analysis of the major principles that affect how the practice of law is regulated. Filled with real-life examples of lawyer and non-lawyer instances of misconduct,

current and classic case law, and discussions of famous (and infamous) people, this straightforward book brings the material to life and demonstrates how courts interpret and apply ethical rules to lawyers and their non-lawyer employees. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Managing Business Ethics

EBOOK: Basic Marketing

Corporate Ethics for Turbulent Markets

AQA GCSE (9-1) Business, Third Edition

The SAGE Encyclopedia of Business Ethics and Society

Business Students Focus on Ethics

With up-to-date case studies of real-world businesses, this fully updated AQA GCSE (9-1) Business Student Textbook will help your students respond to exam questions with confidence, demonstrating how they can structure their answers for maximum impact. This Student Textbook includes: - Fully up-to-date exam questions, with 25% more practice questions and increased practical support for tackling different question types - More exam tips and advice, with examiner commentary showing how students should approach exam questions - Real-world case studies, new and updated, to reflect the developments in e-commerce and the impact of recent global and political developments - Quick knowledge-recall questions throughout the book to help students check understanding, and for teachers to use in assessment "For decades, studies of oil-related conflicts focused on the causes and effects of natural resources mismanagement, commonly known as the "resource curse"-the paradoxical connection between oil wealth and economic busts (as in Venezuela) or, in a later twist, the link between the predatory behavior of armed rebel organizations and the abundant natural resources that funded their existence. Patricia Vasquez notes that oil busts and civil wars associated with the resource curse were quite different from the now-predominant local hydrocarbons disputes that are multiplying rapidly in Latin America. These more recent, localized disputes-over land, population displacement, water contamination, oil jobs that are promised but never materialize, etc.-primarily involve Indigenous groups with a different social and cultural identity from the rest of the population. Vasquez spent fifteen years making regular field visits to the oil-producing regions of Latin America and conducting hundreds of interviews with the various stakeholders in these local conflicts. Her book, based on this field research, analyzes the dynamics that characterize each of fifty-five social and environmental conflicts related to oil and gas extraction in the Andean countries (Peru, Ecuador, and Columbia). She is interested not in promulgating a new theory of conflict but in examining the triggers of local hydrocarbons disputes and providing policy recommendations to resolve or prevent them"--

Managing Business Ethics: Making Ethical Decisions teaches students how to navigate ethical issues they will encounter using the weight-of-reasons approach applied throughout the book. This decision-making framework's goal is not to faithfully apply particular philosophical perspectives on what is right, but rather to solve ethical problems. Authors Alfred A. Marcus and Timothy J. Hargrave underscore the need for employees at all levels to carefully consider the ethical implications of their actions using this approach and it can be applied at the individual, organizational, and stakeholder levels. Each chapter provides a case to walk through application of the framework and mini-cases allow students to practice applying this framework on their own. A wide range of real-world case studies are presented, featuring companies such as Facebook, Google, Wells Fargo, Volkswagen, and Amazon. This practical, down-to-earth text also delves into topics not covered extensively by other books such as slow and fast thinking, the inherent conflict between the individual and organization, conformity, and the difficulties of speaking truth to power. Students are offered ample opportunity to engage in thoughtful reflection, discussion, and application as they grapple with ethical issues big and small.

Discover the most progressive thinking about organizations today as acclaimed author Richard Daft balances recent, innovative ideas with proven classic theories and effective business practices. Daft's best-selling ORGANIZATION THEORY AND DESIGN presents a captivating, compelling snapshot of contemporary organizations and the concepts driving their success. Recognized as one of the most systematic, well-organized texts in the market, the 13th edition of ORGANIZATION THEORY AND DESIGN helps both future and current managers thoroughly prepare for the challenges of today's business world. This revision showcases some of the most current examples and research alongside time-tested principles. Readers see how many of today's well-known organizations thrive amidst a rapidly changing, highly competitive international environment. New learning features provide opportunities for readers to apply concepts and refine personal business skills and insights. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Dynamic Business Law: The Essentials

A Stakeholder and Issues Management Approach

Blind Spots

Business Ethics, Seventh Edition

Personal Skills for Professional Success

Managing Corporate Citizenship and Sustainability in the Age of Globalization

The seventh edition of this pragmatic guide to determining right and wrong in the workplace is updated with new case studies, exercises, and ancillary materials. Joseph Weiss's Business Ethics is a pragmatic, hands-on guide for determining right and wrong in the business world. To be socially responsible and ethical, Weiss maintains, businesses must acknowledge the impact their decisions can have on the world. The book is the integration of a stakeholder perspective with an issues and crisis management approach so students can 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, other nations, and the environment. Weiss includes twenty-three cases that immerse students directly in contemporary business issues. The seventh edition include Facebook's (mis)use of customer data, the impact of COVID-19 on higher education, the opioid epidemic, the rise of Uber, the rapid growth of AI, safety concerns over the Boeing 737, the Wells Fargo false saving accounts scandal, and plastics being dumped into the ocean. Several chapters feature a unique point/counterpoint exercise that challenges students to argue both sides of a heated issue. Each chapter includes point/counterpoint exercises, addressing questions like, Should tech giants be broken apart? What is the line between free speech and dangerous disinformation? Has the Me Too movement gone too far? As with previous editions, the seventh edition features a complete set of ancillary materials for instructors: teaching guides, test banks, and PowerPoint presentations.

While skeptics once saw the concept of business ethics as an oxymoron, modern businesses are proving them wrong. Success depends not only on educating young professionals about ethical practices, but on the implementation of these practices in all aspects of a company. The Handbook of Research on Business Ethics and Corporate Responsibilities explores the fundamental concepts that keep companies successful in the internet. Investigating the implementation of best practices and how ethics can be taught to the next generation of business experts, this handbook is an essential reference source for students, academics, business managers, or anyone interested in the increasingly interdisciplinary field of business ethics and its applications in the world today.

Your key to professional and personal success Completely revised and updated, the third edition of the Posts' The Etiquette Advantage in Business is the ultimate guide professionals need to build successful business relationships with confidence Today, more than ever, good manners mean good business. The Etiquette Advantage in Business offers proven, essential advice, from resolving conflicts with employees to building relationships with colleagues at all levels. It also offers up-to-date guidance on important professional skills, including ethics, harassment in the workplace, privacy, networking, email, social media dos and don'ts, and knowing how and when to take responsibility for mistakes. For the first time in business history, four distinct generations inhabit the workplace at the same time, leading to generational differences in communication styles and relationship problems. The Etiquette Advantage in Business aims to help navigate conflict by applying consideration, respect, and honesty to guide you safely through even the most difficult situations. Written for professionals from diverse backgrounds and fields, The Etiquette Advantage in Business remains the definitive resource for timeless advice on business entertaining and dining etiquette, writing business letters, and preparing for any business occasion, conventions and trade shows, job searches and interviews, gift-giving, overseas travel, and more. In today's hyper-competitive workplace, knowing how to get along can make the difference between getting ahead and getting left behind. The Etiquette Advantage in Business provides critical tools for building solid, productive relationships and will help you meet the challenges of the modern workplace.

Corporate Ethics for Turbulent Markets: The Market Context of Executive Decisions focuses on the HOW of doing business – the economic, social, ethical, moral and spiritual values we bring to our business ventures - and how thereby we impact the world.

Business Ethics: Ethical Decision Making and Cases

Information Assurance and Security Ethics in Complex Systems: Interdisciplinary Perspectives

Organization Theory & Design

A Philosophical Approach

Combining readings and case studies, this text asserts that business ethics is primarily about the ethics of individuals and challenges students to reconcile their personal value systems with standard business practice. With a unique focus on the personal dimension of ethics, this is apractical overview of the ethical issues students are most likely to face in the workforce.

Built on a strong foundation, Basic Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus. The Perreault franchise was the pioneer of the “four Ps” in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, recent “best practices,” and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers.

Featuring issues of ethics international law, and diversity, equity, and inclusion throughout, The Legal and Ethical Environment of Business by Ferrera, Alexander, Kirschner, Wiggins, and Darrow offers a comprehensive survey of the major legal topics affecting the legal environment of business today. Focusing on ethics in every aspect of the business environment, The Legal and Ethical Environment of Business prepares students to work within current industry norms, practices, and legal and regulatory frameworks. Ethics coverage is integrated and featured throughout. Ethical theory is interwoven with practical applications using novel pedagogical tools, such as simulated managers’ meetings, developed to promote focused, thoughtful inquiry and to highlight the interplay of ethics and law. In addition to coverage of classical ethicists and philosophers, this edition incorporates non-traditional ethical voices, such as sub-Saharan African Ubuntu philosophy to extend and broaden students’ thinking about ethical frameworks. Chapters include questions and sidebar features that address how issues of diversity, equity, and inclusion relate to the topic at hand. The book also meets the needs of students who will be facing an increasingly international business environment. Integrated coverage of international issues extends beyond comparative law topics and includes substantial coverage of central topics in international business law, such as bribery and the Foreign Corrupt Practices Act, key provisions of the Convention on Contracts for the International Sales of Goods, and a comparison of the Uniform Commercial Code and the UN Convention on Contracts for the International Sale of Goods. New to the Third Edition: Adoption of a new, contemporary approach to ethical theories Expansion of ethical theories to increase focus on non-Western traditions, women, and persons of color Incorporation of new materials related to diversity, equity, and inclusion Consideration of the potential impact of COVID-19 on employers and employees