



Managing Business Ethics: Straight Talk About How To Do It Right

Linda K. Trevino, Katherine A. Nelson

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Two experts in the field look at business ethics in a radically new way, stressing the importance of considering ethics as an issue that can be managed much like other cultural characteristics. Uses easy-to-understand terms to describe ethical dilemmas, concentrating on typical dilemmas a middle manager may encounter, how managers can encourage ethics in their departments and how an organization can manage ethics through its culture.

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