

ETHICAL BUSINESS (ESSENTIAL MANAGERS)

Le Ann Hogue

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Linda Ferrell, Ph.D., is professor and Chair of the Marketing Department at Auburn University. She was Distinguished Professor of Leadership and Business .

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Wallace and Pekel explain that attention to business ethics is critical during times of fundamental change -- times much like those faced now by businesses, both.

As a manager yourself, it is essential to understand and adhere to the ethical and Business ethics focuses on the study of moral standards - of right and wrong.

By supporting ethically sound behavior, managers can strengthen the Equally -if not more-important is the damage an ethical lapse can do to an.

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