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Nota di contenuto	Cover; Title Page; Copyright; Contents; Acknowledgements; Prologue; Opening; Corporate values: an old story; The 'say-do' gap; About The Book; Original idea; 2012 Effect; Structure and methodology; My Experience; Audit, risk and forensics; Governance; Business ethics; Speaking and writing; The Book: Key Messages; Overarching principles; Twin-track approach; Role of compliance; Reference points; Summary; Personal perspectives; Road test; 'Simply the way we do things here'; Closing; Value statements: a modern story; Chapter 1: The ethics project; The Opportunity; Initial contact Coaching sessionAn unexpected request; Hot talk, cold chicken; The Stronach Group Plc; Background research; Corruption allegations; Recent trading difficulties; The board of directors; An Offer From The Chairman; The meeting; Strategic review; The ethics project; Key takeaways; Disclaimer; Chapter 2: The business ethics framework; The

Ethics Project: First Workshop; Opening; The ground rules; Personal approach to business ethics; Agenda; Key questions; The Business Ethics Framework; Overview; Purpose; Mission statements and value statements; Responsibilities of directors; Pragmatic approach
Key Terms Ethics; Business ethics; The golden rule; Integrity; Trust; The law; Compliance; Corporate culture; Business Dilemmas; Setting the scene; Ethical dilemmas; Business dilemmas; Workshop Conclusion; Closing; Key takeaways; Next workshop; Reflections; Chapter 3: Bribery, corruption and adequate procedures; Business Ethics in Action: Second Workshop; Opening; Agenda; A business dilemma; Bribery and Corruption; Overview; Bribery and corruption in business; Examples of anti-corruption laws and conventions; Case Study; The Siemens corruption case part 1: scandal and penalties
The Bribery Act 2010 (UKBA) Background; Summary of the UKBA offences; The other main provisions; Adequate procedures; Official guidance on adequate procedures; Caution: beware of paying lip-service; Personal Experiences; Introduction; Example 1: UK subsidiary of a global energy group; Actions; Example 2: medium-sized UK business in the defence industry; Workshop Conclusion; Closing: bribery dilemma; Key takeaways; Next workshop; Reflections; Chapter 4: Reputation, risk and conduct; Reputational Risk: Third Workshop; Opening; Agenda; Risk; Risk awareness quiz; Reputation; Reputation and brand
Consequences of damaged reputation The Human Factor: People, Behaviour and Conduct Risk; Overview; The concept of conduct risk; People Risk; Introduction; Incompetence; Criminality and counter-productive workplace behaviours; Lack of engagement, complacency and negligence; 'Custom and practice'; Case Study; The Siemens corruption case part 2: remedial actions to rebuild trust and reputation; Case study: conclusion; Ethical Risk in the Stakeholder Base; Overview; Key stakeholder expectations; Importance of stakeholder experience; Workshop Conclusion; Closing; Key takeaways; Next workshop
Reflections

Sommario/riassunto

Institute a proactive reputational management framework that matches individual behaviour to organizational values The Business Ethics Twin-Track is a practical guide to reputational risk management. A deep exploration of the concept of reputation, the ways in which it can suffer, and the consequences when it does, the book outlines an ethics controls framework that can mitigate risk and improve business performance. Readers will learn how to identify and manage weaknesses, and how to institute a system of governance that embeds proper, ethical conduct into the corporate culture. A clear set
