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	Titolo	The Business Ethics Twin-Track [[electronic resource]] : Combining Controls and Culture to Minimise Reputational Risk
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	Collana	Wiley Corporate F&A
	Disciplina	174/.4
	Soggetti	Business ethics
		Corporate culture -- Moral and ethical aspects
		Organizational behavior -- Moral and ethical aspects
		Quality of work life
		Corporate culture
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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

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