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Sommario/riassunto	There's a ""new normal"" in business ethics Despite all the words and regulations aimed at building ethical and responsible organizations, observed misbehavior has increased-think of the Siemens scandal and Bernie Madoff. Business Ethics: A Case Study Approach confronts the brutal fact about business ethics as it exists today-it's not working.

This stirring casebook powerfully draws a direct line between ethics and business performance-that is, the sounder your company's ethical foundation, the stronger it will perform in brand recognition, sales, customer satisfaction and lo
