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Autore	Busco, Christiano
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Nota di contenuto	Business Ethics: A Case Study Approach; Contents; Preface; Acknowledgments; Chapter 1: Introduction; Chapter 2: Why Are Ethics Critical?; Chapter 3: Why "Business" Ethics Is Not Just about Corporations; Chapter 4: A Historical Review; Chapter 5: Why Do People Behave Badly?; Chapter 6: Work Environment and Group Dynamics; Chapter 7: Leadership; Chapter 8: The Common Element-Trust; Chapter 9: Building an Army of Davids; Chapter 10: The Positive Power of Peer Pressure; Chapter 11: How to Develop Leadership; Chapter 12: The Logic of William of Ockham; Index
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
