

Business Ethics: Ethical Decision Making and Cases

Written by Administrator

Thursday, 22 May 2008 19:51 - Last Updated Sunday, 14 September 2008 16:06

Ferrel, O.C., Fraedrich, J., and Ferrell, L. (2008). *Business Ethics: Ethical Decision Making and Cases*.
New York: Houghton Mifflin Company. 7th edition.

"Philosophy of This Text: Business ethics in organizations requires values-based leadership from top management and purposeful actions that include planning and implementation of standards of appropriate conduct, as well as openness and continuous effort to improve the organization's ethical performance. Although personal values are important in ethical decision making, they are just one of the components that guide the decisions, actions, and policies of organizations. The burden of ethical behavior relates to the organization's values and traditions, not just to the individuals who make the decisions and carry them out. A firm's ability to plan and implement ethical business standards depends in part on structuring resources and activities to achieve ethical objectives in an effective and efficient manner.

The purpose of this book is to help students improve their ability to make ethical decisions in business by providing them with a framework that they can use to identify, analyze, and resolve ethical issues in business decision making. Individual values and ethics are important in this process. By studying business ethics, students begin to understand how to cope with conflicts between their personal values and those of the organization." (From the Preface of the book, p. xvi)

There are many real-world examples and cases, as well as exercises, simulations, and practice tests in this text that provide numerous opportunities for students to master the material. It also covers the complex environment in which managers confront ethical decision making. Using a managerial framework, the authors address the overall concepts, processes, and best practices associated with successful business ethics programs—helping students see how ethics can be integrated into key strategic business decisions.