

Ethics and Corporate Social Responsibility: Why Giants Fall

Written by Administrator

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Sims, R. R. (2003). *Ethics and Corporate Social Responsibility: Why Giants Fall*. Westport, CT: Praeger Publishers.

Ethical failures are rooted in leadership failure, the lack of a corporate culture in which ethical concerns have been integrated, and unresponsiveness to key organizational stakeholders. This book seeks to enhance our understanding of the causes of ethical debacles in an era when ethical missteps can often lead to corporate bankruptcies or worse. Sims offers practical solutions for mitigating damage and preventing such problems from happening in the first place. He also explains how to institutionalize ethics throughout an organization. Sims asserts that organizations wishing to behave ethically must do more than harbor good intentions.

Such companies must implement policies that inculcate the corporate culture with ethical values. They must also commit to ethical behavior in all interactions with internal and external stakeholders, including investors, customers, employees, and the community.