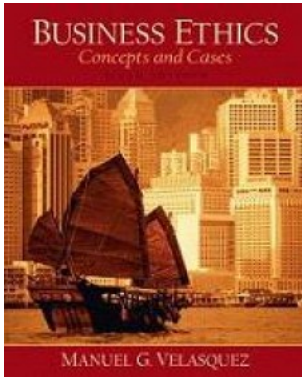


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This popular text on Business Ethics introduces the reader to the ethical concepts that are relevant to resolving moral issues in business; imparts the reasoning and analytical skills needed to apply ethical concepts to business decisions; identifies moral issues specific to a business; provides an understanding of the social, technological, and natural environments within which moral issues in business arise; and supplies case studies of actual moral conflicts faced by businesses.

The ethical landscape of business is constantly changing and this edition has been revised to keep pace with those changes most affecting business: accelerating globalization, constant technological updates, proliferating of business scandals.