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A BETTER WAY TO THINK ABOUT BUSINESS

HOW PERSONAL INTEGRITY
LEADS TO CORPORATE SUCCESS



ROBERT C. SOLOMON

Oxford University Press. Paperback. Book Condition: New. Paperback. 176 pages. Dimensions: 8.0in. x 5.3in. x 0.4in. Is business ethics a contradiction in terms Absolutely not, says Robert Solomon. In fact, he maintains that sound ethics is a necessary precondition of any long-term business enterprise, and that excellence in business must exist on the foundation of values that most of us hold dear. Drawing on twenty years of experience consulting with major corporations on ethics, Solomon clarifies the difficult ethical choices all...

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