



Blind Spots: Why We Fail to Do What's Right and What to Do About it

By Max H. Bazerman, Ann E. Tenbrunsel

Princeton University Press. Paperback. Book Condition: new. BRAND NEW, *Blind Spots: Why We Fail to Do What's Right and What to Do About it*, Max H. Bazerman, Ann E. Tenbrunsel, When confronted with an ethical dilemma, most of us like to think we would stand up for our principles. But we are not as ethical as we think we are. In "Blind Spots", leading business ethicists Max Baseman's and Ann Tenbrunsel examine the ways we overestimate our ability to do what is right and how we act unethically without meaning to. From the collapse of Enron and corruption in the tobacco industry, to sales of the defective Ford Pinto, the downfall of Bernard Madoff, and the Challenger space shuttle disaster, the authors investigate the nature of ethical failures in the business world and beyond, and illustrate how we can become more ethical, bridging the gap between who we are and who we want to be. Explaining why traditional approaches to ethics don't work, the book considers how blind spots like ethical fading - the removal of ethics from the decision - making process - have led to tragedies and scandals such as the Challenger space shuttle disaster, steroid use in...



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