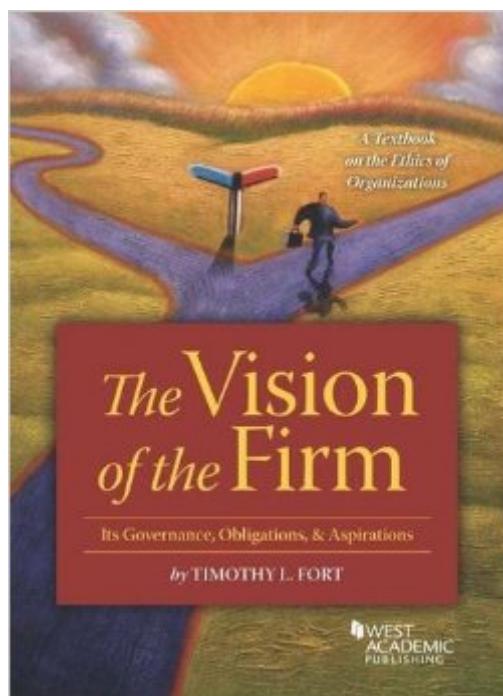


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The Vision Of The Firm (Coursebook)



Synopsis

This book, written by a top scholar in the business law area, is written to create a skill in ethical decision-making and building ethical culture. It is complete summary of the leading theories of business ethics today. The book draws students into the material by providing experiences that allow them to tell their own stories and to define their own business ethics. It provides student examples of how to apply the frameworks and decision-making models so that the "how-to" is clear. The book synthesizes a very strong legal foundation with both philosophical ethics and cognitive psychology to create an integrated textbook drawing on not one, but all the major traditions found in business schools worldwide today.

Book Information

Series: Coursebook

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Average Customer Review: 3.0 out of 5 starsÂ See all reviewsÂ (2 customer reviews)

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Customer Reviews

Mr. Fort's perspective on ethics in corporate culture was illuminating and a necessary read. It is not a how to guide, nor a how not to guide, but an examination on why, we as managers, need to carefully consider our actions and their impact on various publics.

Poorly written adds nothing to course work. It should not be mandatory reading for "business ethics." In fact making it mandatory is unethical

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