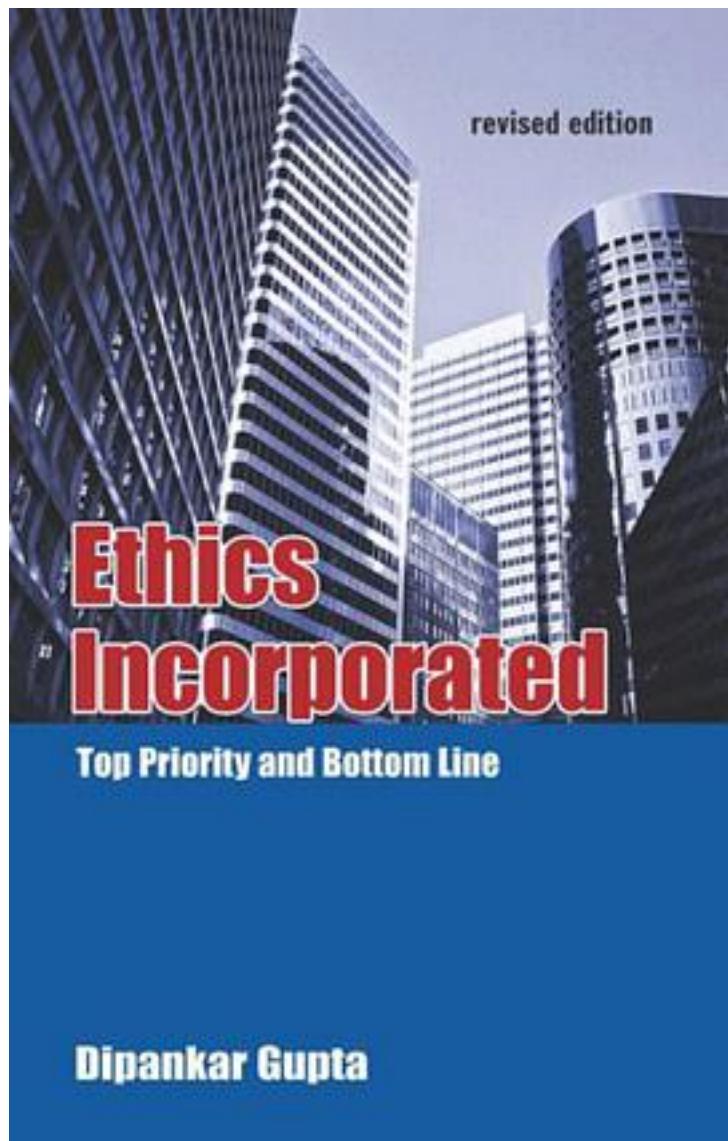


Ethics Incorporated



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著者:Gupta, Dipankar

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This pioneering book discusses the role of ethics in today's fiercely competitive business environment. The author examines in detail how business ethics and values contribute to effective business practices. The book approaches this important subject from the perspective of leadership and maintains that thinking in terms of business ethics is really thinking leadership. It illustrates how more competitiveness, creativity, cohesion and direction in business practices can be achieved if top management has a clear focus on ethics. The book also outlines the mechanism by which businesses can go about building an ethical and transparent organization. The author examines: - the purpose and role of business; - the role of values, goals and the mission of business; - the practical steps to creating an ethical organizational culture; - the relationship between business ethics, productivity and profits.

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