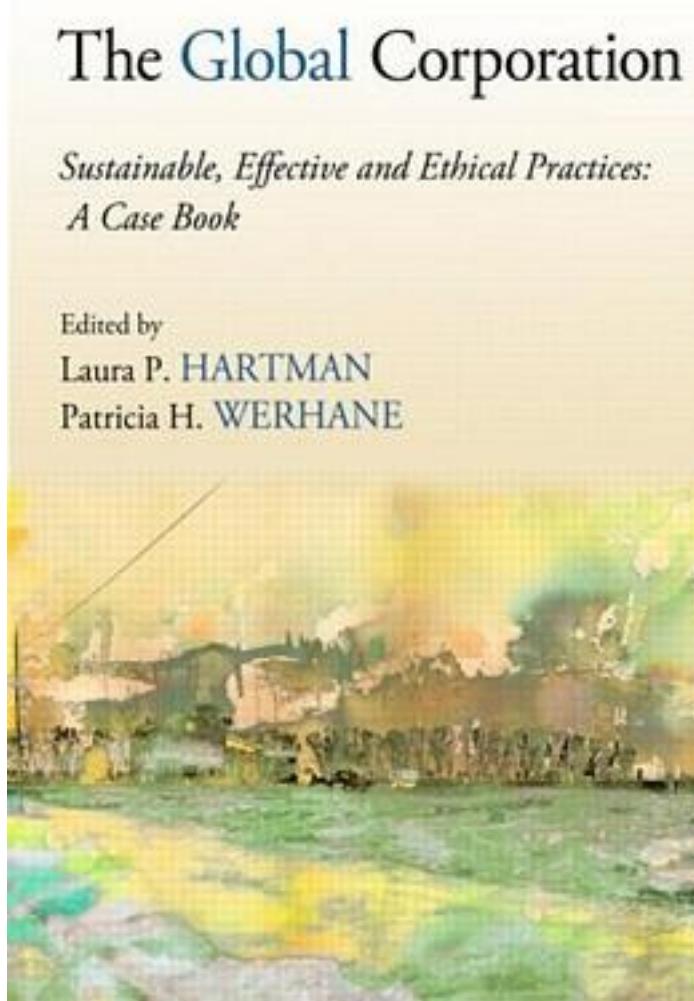


The Global Corporation



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This text brings together case studies focusing on specific instances of corporate best

practices. All too often, we showcase cases based on questionable or unethical corporate behavior. Instead, the editors bring together in this book examples of how some firms got it right. Certainly, there is no claim that the companies in these case are perfect; some of them may have histories that include questionable practices. But, these are companies that work to foster trust, both internally and in their relationships with customers, suppliers, shareholders, and the communities in which they operate. The book is not, however, merely a descriptive iteration of effective corporate conduct. The editors conclude with an analysis of frameworks for corporate and managerial ethical decision-making - frameworks that help to establish models for best practices. These frameworks then can be generalized and applied to other corporate situations, and replicated by other companies in their search for excellence and the resulting avoidance of misconduct.

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