



I'm not robot



I am not robot!

Business Ethics: Theories, Methods, and Applications provides a new systematic approach to normative business ethics that covers the complex and various ethical challenges of modern business. It aims to train analytical thinking skills in the field of business ethics and to approach ethical issues in business in a rational and Morality Play is an ideal supplement for ethics courses, offering a case study approach that is both flexible and practical. It provides three alternative methods of organization for universal teaching approaches: contemporary moral problems, ethical theories, and moral principles. The introduction illustrates how to effectively use case studies in the Introduction: The Ethics and Values of Business and Economic Life Introduction The Approach Taken in This Book The Big Picture Personal and Institutional Points of View The Subject Matter of this Book Three Competing Perspectives about the Role of Ethics in Business and Economic Life 8 This updated introduction to business ethics offers a clear and accessible framework for understanding the important and complex ethical issues facing business in the Abstract.