

# 《商业道德管理 Managing Business Ethics: Straight Talk About How To Do It Right》

## 书籍信息

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## 内容简介

### Practical strategies for promoting ethical behavior

Offering a highly realistic, down-to-earth look at ethics in the workplace, Linda Treviño and Kate Nelson's *Managing Business Ethics* will help you identify and solve ethical dilemmas, understand why people behave the way they do, and help you design a culture that will promote ethical behavior in your organization.

Throughout, the emphasis is on common, real-life work situations, including hiring, managing, assessing performance, disciplining, firing, and providing incentives for staff, as well as producing quality products and services, and dealing effectively and fairly with customers, vendors, and other stakeholders.

### Highlights of the Fourth Edition

Updated information relates content to current events such as the U.S. Sentencing Guidelines for Corporations. Practical strategies for promoting ethical behavior Offering a highly realistic, down-to-earth look at ethics in the workplace, Linda Treviño and Kate Nelson's *Managing Business Ethics* will help you identify and solve ethical dilemmas, understand why people behave the way they do, and help you design a culture that will promote ethical behavior in your organization. Throughout, the emphasis is on common, real-life work situations, including hiring, managing, assessing performance, disciplining, firing, and providing incentives for staff, as well as producing quality products and services, and dealing effectively and fairly with customers, vendors, and other stakeholders. Highlights of the Fourth Edition Updated information relates content to current events such as the U.S. Sentencing Guidelines for Corporations. Describes the link between ethical culture and employee engagement. Covers new research, including the role of emotions in ethical decision making. Presents new profiles of organizations such as McWane, Enron, Citigroup, and Marsh & McLennan. International references reflect the realities of the increasingly global business environment.

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