



Business Ethics and Values

By Colin Fisher, Alan Lovell, Néstor Valero-Silva

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- How do corporate social responsibilities, and good or bad corporate practice, impact on business success in a global economy?
- Are individuals responsible for the ethical outcomes of companies' actions, or are companies themselves responsible?
- How do you determine what course of action has the best ethical outcome for any given business situation?

Fisher, Lovell and Valero-Silva offer the reader a comprehensive introduction to the ideas and complexities of the subject of ethics in the contemporary business world whilst making it relevant to today's business students through the inclusion of frequent interesting examples and activities that put the reader in a position where ethical questions must be considered and debated.

This fourth edition has been comprehensively updated and offers more chances for illustration and discussion of ethics in the messy day to day practicalities of modern business through a wide range of case studies, examples and exercises. Online support material, including new interactive tools and exercises, can be found for this book at www.pearsoned.co.uk/fisherlovellvalerosilva

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