



## Business Ethics: A Stakeholder and Issues Management Approach

By Joseph W. Weiss

Cengage Learning Emea, 2008. Taschenbuch. Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - 1. Business Ethics, the Changing Environment, and Stakeholder Management. Case 1. Enron. Case 2. Microsoft. 2. Stakeholder and Issues Management Approaches. Case 3. Mattel Toy Recall. Case 4. JetBlue. Case 5. Arthur Andersen. 3. Ethical Principles, Quick Tests, and Decision-Making Guidelines. Case 6. Sam Waksal and Imclone. Case 7. Aaron Feuerstein and Malden Mills. Case 8. Jerome Kerviel: Rogue Trader or Misguided Employee Case 9. Seeking Two Kinds of Green: Richard Branson's Ventures in Biofuel. Case 10. Ford Pinto. 4. The Corporation and External Stakeholders: Corporate Governance in a Free Market. Case 11. Napster. Case 12. Vioxx. Case 13. Who Killed the Electric Car Case 14. Skype. 5. Stakeholder Responsibilities of Corporations in the Marketplace. Case 15. Facebook's Beacon. Case 16. Genetics Discrimination. 6. The Corporation and Internal Stakeholders: Values-Based Moral Leadership, Culture, Strategy, and Self-Regulation. Case 17. Commitments to Sustainability in the Oil and Gas Industry. Case 18. What's Written vs. What's Reality. 7. Employee Stakeholders and the Corporation. Case 19. Wal-Mart: Ongoing Changes with Gender Discrimination. Case 20. Don't Ask, Don't Tell. Case 21. Women on Wall...



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