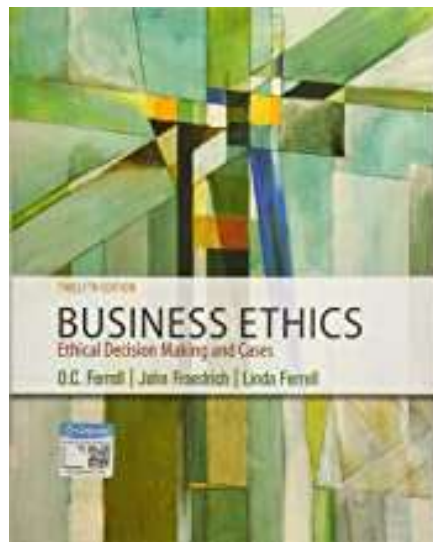


Introducing a Book:

Business Ethics: Ethical Decision Making & Cases 12th Edition
by O. C. Ferrell, John Fraedrich and Linda Ferrell

Cengage Learning; 12th edition (January 30, 2018)



Courtesy:

https://www.amazon.com/s?k=business+ethics+ethical+decision+making+%26+cases+12th+edition&i=stripbooks&crd=3TKNXS0DER8G2&prefix=Business+Ethics%3A+Ethical+Decision+Making+%26+Cases+12th+Edition%2Cstripbooks%2C460&ref=nb_sb_ss_i_1_60

This book gives extremely useful guidelines as to how business administrators at all the levels could make ethical decisions. Business and business administration are overly complex with many issues: profit making, ensuring quality product, meeting legal provisions, timely distribution, employee issues, and so on. The book presents concepts, processes and best or acceptable practices. The goal is to enable the administrators at all levels to always include and consider ethical values in all their decisions. The suggestions, processes and steps suggested are valid and should be applied even in street corner stores, road construction stages, and so on. We can list any number of our activities that involve monetary considerations which should be guided by ethical considerations. There are simulation guides, and every one of us pursuing business administration positions or opening some business or trade will benefit by the guidelines, exercises, quizzes etc., offered by this textbook.

The book is divided into 5 parts.

Part 1 offers “An Overview of Business Ethics.” This part has 2 chapters.

Chapter 1 The importance of Business Ethics.

Chapter 2 Stakeholder Relationships, Social Responsibility, and Corporate Governance.

Part 2 discusses “Ethical Issues and the Institutionalization of Business Ethics.” It contains 2 chapters.

Chapter 3 Emerging Business Ethics Issues.

Chapter 4 The Institutionalization of Business Ethics.

Part 3 is given the title “The Decision Making Process. This Part contains 3 chapters.

Chapter 5 “Ethical Decision Making”.

Chapter 6 “Individual Factors: Moral Philosophies and Values.”

Chapter 7 “Organizational Factors: The Role of Ethical Cultures and Relationships”.

Part 4 “Implementing Business Ethics in a Global Economy” contains the following chapters.

Chapter 8 “Developing an Effective Ethics Program.”

Chapter 9 “Managing and Controlling Ethics Programs.”

Chapter 10 “Globalization of Ethical Decision Making.”

Chapter 11 “Ethical Leadership”.

Chapter 12 “Sustainability: Ethical and Social Responsibility Dimensions.”

Part 5 is a particularly important part of this book. It offers 20 Cases for us to intensively study and identify the elements of unethical business practices and work out remedial steps.

Case 1	The Volkswagen Scandal: An Admission to Emission Fraud
Case 2	Uber hits a Bump in the Road
Case 3	Wells Fargo: The Stage Coach Went Out of Control
Case 4	POM Wonderful: Crazy Healthy
Case 5	Monsanto: A Growing Controversy
Case 6	Starbucks Venti Social Responsibility and Brand Strategy

Case 7	Walmart Juggles Risks and Rewards
Case 8	New Belgium Brewing: Crafting a Fresh Social Responsibility and Sustainability Initiative
Case 9	The NCAA Has Many Balls in the Air
Case 10	Google: The Drive to Balance Privacy with Profit
Case 11	Zappos: Taking Steps toward Maximizing Stakeholder Satisfaction
Case 12	Lululemon: Turning Lemons into Lemonade
Case 13	Insider Trading at the Galleon Group
Case 14	Whole Foods: 365 Degrees of Commitment to Stakeholders
Case 15	Apple Maintains Strong Ethical Roots
Case 16	PepsiCo: Poised to Deal with the “Next Generation”
Case 17	Fraud in Dixon, Illinois: All the Queen’s Horses Could Not Save Her
Case 18	Herbalife Reborn
Case 19	CVS: “Fired Up” about Social Responsibility
Case 20	Enron: Not Accounting for the Future

These cases are important and well-known cases that involved some breach of ethical considerations. In India too, we have many such cases. It will be an important step asking Indian students to identify similar cases relating to business and analyze the factors to identify breach in ethics as well as legal aspects. Ethical breaches are committed not only by corporations but also by small and medium businesses, street corner shops and so on. Maintaining ethical values help not only the society but also the businesses and their administrators/owners in improving their businesses and profit-making. Maintaining ethical values must be accompanied by visual, explicit, and felt demonstrations of such values.

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