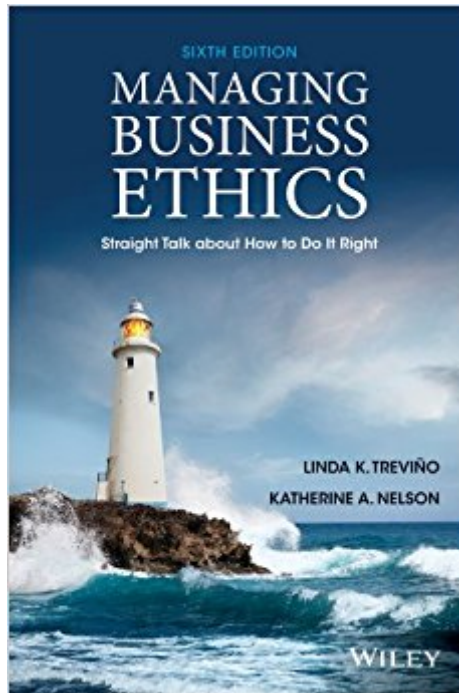




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Managing Business Ethics: Straight Talk About How To Do It Right



Synopsis

Linda Treviño and Kate Nelson bring together a mix of theory and practice in *Managing Business Ethics: Straight Talk about How to Do It Right* 6th Edition. In this new edition, the dynamic author team of Linda Treviño, prolific researcher and Distinguished Professor, and Kate Nelson, Professor and longtime practitioner of strategic organizational communications and human resources, equip students with the pragmatic knowledge they need to identify and solve ethical dilemmas, understand their own and others' ethical behavior, and promote ethical behavior in their organization. *Managing Business Ethics* is the perfect text to prepare students for a range of roles in the business world • managers across business functions, communications professionals, compliance officers, corporate counsels, human resources managers, and senior executives.

Book Information

Paperback: 480 pages

Publisher: Wiley; 6 edition (November 12, 2013)

Language: English

ISBN-10: 1118582675

ISBN-13: 978-1118582671

Product Dimensions: 6 x 0.7 x 8.9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 73 customer reviews

Best Sellers Rank: #3,317 in Books (See Top 100 in Books) #4 in Books > Textbooks > Business & Finance > Business Ethics #7 in Books > Business & Money > Business Culture > Ethics #250 in Books > Business & Money > Management & Leadership

Customer Reviews

Managing Business Ethics teaches the concept of building long term growth and sustainability that benefit all stakeholders i.e. employees, customers, community, environment, and investors. It emphasizes sustainability over short term profit, and values all stakeholders - not solely it's investors. The content is applicable for employers and employees at any level - corporate executives of multi-national organizations, college students seeking employment, or new candidates and recruits to a company. I refer to it regularly and began practicing some of its methods beginning in the 2nd chapter. It is practical, not theoretical. You recognize that relationships are interconnected. For example, you cannot practice ethical behavior at work, then forego ethical

behavior at home - they go hand-in-hand. Ethical behavior is a way of living. This book is the single most valuable resource in my 30 year collection of business materials. The topic is even more relevant due to the number of scandals over the years, most recently, the corruption at Wells Fargo. The book really opens your eyes; by learning how to build a strong ethical culture, you become equally aware how to identify the weak ones. The case studies of businesses who failed and succeeded are interesting and easy to read. You know of them, now you learn how they succeeded, or why they failed, or how they turned themselves around.

Definitely glad that I rented this textbook versus purchasing. The content is very useful in nature, but is written in an extremely dry and repetitive manner. The book could easily be condensed by simply not repeating the same message over and over within a chapter. It is almost repetitive to the point of thinking that the author just used a Copy-Paste command. However, when needing knowledge on ethical decision making processes, this book will provide you with the insight needed. Overall, save yourself the money and rent this textbook. Simple note taking will be sufficient for the information which may be needed later in life.

Very dry. Most students/learners need visuals to help connect or form concepts. This book has very limited visuals. Also, like most ethics books, you sometimes have to be "cynical" with its contents. As an example, Louis Chenevert, the now former CEO of UTC (very large aerospace and defense company), was quoted for his ethics statements. Chenevert actually "resigned" for his ethical lapses (to put it mildly, see link below or google search his name). He left with about \$350 million golden

chute. <http://www.wsj.com/articles/utc-boss-sails-off-after-trip-to-yacht-1417824398>

Interesting and intriguing author. The information overall is very good, but it's beefed up with extra text. This should be condensed to a fraction of its size. Enable black background and white letter. Kindle offers this, but only if the electronic textbooks support it as well. This one doesn't.

I disliked this book for several reasons. The first is the narrative it sets up that the particular ethical view espoused by the authors is essentially the only acceptable position. Particularly in the chapter on corporate social responsibility, the authors go so far as to say "...those with wealth (speaking of companies) are expected to share their good fortune.. (p.327)" They set up the position that it is a company's duty to be philanthropic rather than philanthropy as a noble gesture. In the opening

chapters the authors describe the various types of ethics one may encounter and give credence to the idea of virtue ethics in which "...it is important that the individual intends to be a good person...(p. 46)" It is my belief that we are suffering a crisis of character in the country because people want to be seen "being a good person" rather than actually being good people. I believe this is the cause of much of the public unrest we've seen over the last few years. To extol virtue ethics leads to more of this "virtue signaling" that leads to more unrest and less reality. Third in several places in this book the authors either strawman positions they don't want to fully address or make assertions without providing evidence. For example, on page 191 the authors simplify economic theory on human behavior by saying "...human beings are driven by self interest and opportunism and are likely to shirk responsibility." The reason they dumb-down this position is so they can look more appealing when they start the next paragraph "We believe, however that..." On page 263 they blow off years of behavioral research in the area of motivation and punishment with no sources because it doesn't fit the narrative they are trying to weave. It may be factually correct but we'll never know. And the audience to which this is addressed (Business ethics anyone?) has likely studied motivational theory in far more depth than ethics. This assertion will likely be completely ignored even if it is true because it conflicts with common understanding and no sources are given to increase understanding of the position. On page 115 they define discrimination as "whenever something other than qualifications affect how an employee is treated" There are several things that affect how employees are treated that have nothing to do with discrimination such as performance, attitude, timeliness etc. As my final complaint, mostly due to my lack of desire to write a 10 page review and respect for your time, is on page 319 the authors cite "a rich literature on corporate social performance" while citing a single journal article. I can't take this type of exaggeration seriously and it detracts from my respect for the rest of the book. In short, I thought the book was selling a viewpoint by belittling opposing positions and supplying weak or no evidence for the positions it asserts. It certainly has some good things to think about and I took away things that I will use in my life and employment but the on the whole it was over-the-top and not credible in places.

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