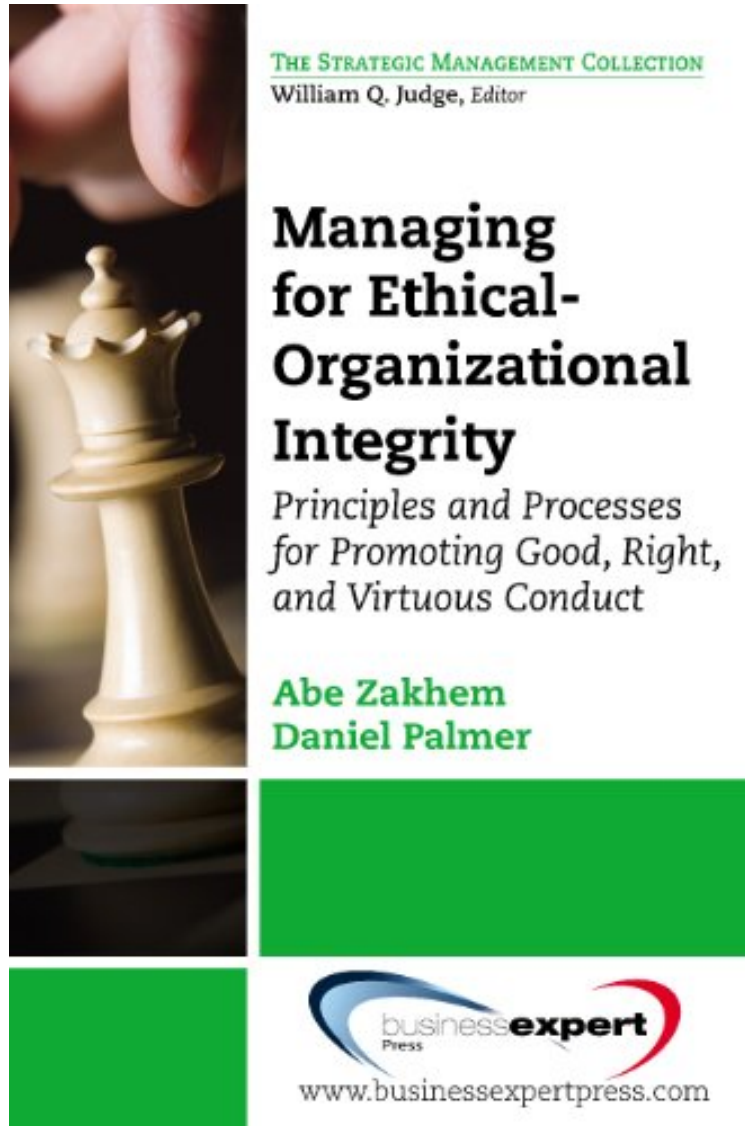


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It was once believed that business and ethics constituted separate and mutually exclusive realms. Businesses that perpetuate such a belief or still hold that "business ethics" is an oxymoron are at risk. If you are a manager, you may have been called on to actively promote ethical-organizational integrity. But this means understanding the defining principles of and creating an organizational culture that measurably encourages ethical conduct. This book will help provide you and other managers with much needed guidelines for ethical decision making in business that are philosophically sound and strategically advantageous. This book provides a brief introduction to and general framework for managing for ethical-organizational integrity in a way that will enable you to identify those ethical duties that must be fulfilled in order to morally justify the pursuit of profit. It will help you develop a morally imaginative and socially entrepreneurial decision making process that is driven towards generating and sustaining social value.