



Business Ethics: Concepts & Cases

By Manuel G Velasquez

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This book is one of the most widely used textbooks on business ethics because of its accessible style and lucid explanations of complex theories and concepts. The text provides clear explanations of ideas without oversimplifying them. The primary aim of the text is: to introduce the reader to the ethical concepts that are relevant to resolving moral issues in business; to impart the reasoning and analytical skills needed to apply ethical concepts to business decisions; to identify the moral issues involved in the management of specific problem areas in business; to provide an understanding of the social, technological and natural environments within which moral issues in business arise and to supply case studies of actual moral dilemmas faced by businesses and business people. This new edition incorporates a number of valuable and exciting pedagogical devices including: six new and seven updated end-of-chapter cases, twelve completely new "on the edge" short cases and six updated short cases in the body of the chapters, eight newly illustrated short cases, new graphs and charts, pictures and other visual materials, study questions at the beginning of each chapter, definitions of key terms in the margins and in the glossary, summaries in the margins of all the basic ideas discussed in the text, up-to-date statistics and data in all chapters and end-of-chapter web resources.

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