



Business Ethics: A Case Study Approach

By Stephen K. Henn

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An important guide for senior management on structuring an organization to promote ethical behavior and enhance performance

Designed for senior leaders of organizations—boards of directors; C-level executives; trustees; managing partners; government officials; and anyone tasked with a duty—*Business Ethics: A Case Study Approach* provides readers with an understanding of the human elements that drive ethical and unethical behavior and how to recognize indicators—both bad and good—of an organization's ethical make-up. Topics featured include: what drives individual decision making; how groups and environments influence decision making; the role of leadership; and much more.

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Editorial Review

Review

"Written for business leaders, policymakers and anyone "tasked with a duty", this book examines the key elements of ethical and unethical business behaviors and outlines some of the psychological factors that may influence decision-making." (*Book News*, August 2009)

From the Inside Flap

In the seven years since Enron exploded, it seems little has changed. The financial crisis, the seemingly intractable problems facing Detroit, and the bribery scandal that resulted in an \$800 million fine for Siemens, to name a few have altered the business landscape for the foreseeable future. Ethics seems to be discussed frequently when people talk about these matters. So, have we learned our lesson? If the past few years are any guide, the answer is "no."

Linking theory to practice, "Business Ethics: A Case Study Approach"--written by ethics professional Stephen Henn--provides de-tailed case studies showing how organizations built on strong ethical foundations outperform those where ethics is not a principal business driver. Revealing the relationship between behavior in the workplace and the conditions that foster it, this timely book: Discusses the key elements involved in ethical and unethical behavior Looks at the role of trust in an organization and its internal and external dealings Examines the psychology behind individual decision-making Explores the role that group behavior plays in affecting individual decision-making Reveals how to strengthen an individual's affinity for your organization

When the facts are all out, Bernie Madoff probably did not get up one morning and say, "I think I will reconstruct the original Ponzi scheme and defraud investors." For the vast majority of companies ruined by ethics scandals, there was something small that eventually snowballed into an out-of-control situation. "Business Ethics: A Case Study Approach" is, now more than ever, essential reading for senior leaders of organizations, trustees, managing partners, government officials, and anyone tasked with a duty-fiduciary or otherwise--to prevent that "something small" from happening in the first place.

From the Back Cover

THERE'S A "NEW NORMAL" IN BUSINESS ETHICS

Despite all the words and regulations aimed at building ethical and responsible organizations, observed misbehavior has *increased*—think of the Siemens scandal and Bernie Madoff. *Business Ethics: A Case Study Approach* confronts the brutal fact about business ethics as it exists today—it's not working.

This stirring casebook powerfully draws a direct line between ethics and business performance—that is, the sounder your company's ethical foundation, the stronger it will perform in brand recognition, sales, customer satisfaction and loyalty, employee productivity, and even in reduced regulatory burdens.

So, how can you develop leadership that sets the right tone at the top?

Author and ethics professional Stephen Henn answers that question with candidly insightful case studies that look at every angle of ethical lapses, including:

- A CFO's Dilemma

- The Duke University Lacrosse Scandal
- Arthur Andersen
- The Stanford Prison Experiment
- The Smithsonian Institution
- Firestone/Ford Tire Recalls
- Jordan's Furniture
- Whirlpool and Leadership Development
- Ponzi Schemes
- And many more

Examining the old mind-sets and dogmas on business ethics and holding them up to the light of day, *Business Ethics: A Case Study Approach* reveals how the ethical health of your organization will forecast whether or not it outperforms the competition. This is your twenty-first-century rule book for understanding the "new normal" in business ethics.

Users Review

From reader reviews:

Michael Auten:

What do you ponder on book? It is just for students because they are still students or it for all people in the world, exactly what the best subject for that? Only you can be answered for that question above. Every person has several personality and hobby for each and every other. Don't to be obligated someone or something that they don't need do that. You must know how great and also important the book Business Ethics: A Case Study Approach. All type of book is it possible to see on many sources. You can look for the internet methods or other social media.

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Mathew Munz:

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makes this book. That's why this book acceptable all of you.

James Holmes:

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