



DK Essential Managers: Ethical Business

Linda Ferrell, O.C. Ferrell

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A practical, handy guide to ethical business skills which will give you the information and skills to succeed

Develop your ethical business skills by learning to assess your business, establish alternatives and plan for change. Step-by-step instructions, checklists and features examine business benefits, environment strategy and implications for human resources.

Tips, dos and don'ts and 'In Focus' features on what to do in a particular situation, plus real-life case studies demonstrate how to plan your ethical strategy, monitor progress and achieve your goals. Read it cover-to-cover, or dip in and out of topics for quick reference.

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