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A TEXTBOOK WITH CASES



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Social and Personal Ethics William H. Shaw, 2011 An introduction to ethical theory and issues composed of 52 classic and contemporary articles and 3 case studies *Corporate Communication* Otto Lerbinger, 2018-10-16 Provides an international and management perspective on the field of corporate communication Corporate communication plays an important role in higher level management to help build and preserve a company's reputation This intangible yet valuable asset determines the net worth of a company and affects the success of its operations Corporate Communication An International and Management Perspective introduces readers to the broad environment of the modern extended organization and provides an understanding of the globalization process It describes how economic political and cultural features of a country affect company decisions and communication and discusses various communication disciplines and practices that are employed in programs and campaigns This book addresses the key management issues of sustainability and technology and innovation It also emphasizes the importance of why corporate communication must be seen as a management function and not restricted to a communication process Presented in five parts Corporate Communication offers comprehensive chapters covering The Domain of Corporate Communication Strategic Application of Communication Practices International Perspective Key Management Issues of Sustainability and Technology and Corporate Communication Contribution to Management The foundation of Corporate Communication is public relations but also included is the entire range of communication practices and the contribution to management decision making Conceptualizes corporate communication as a strategic management function which helps management recognize adjust to and construct policy related to global issues Emphasizes the critical role that corporate communication plays in making corporate decisions and behaviors more socially responsible and sustainable Demonstrates how corporate communication draws on public affairs marketing and social media in its strategic planning Emphasizes the critical importance of relationships to corporations and their effect on reputation Provides numerous examples of cases of global problems and how corporations have responded to them Corporate Communication is intended for upper level undergraduate and graduate students in schools of communication and schools of business and management who want to extend their competence to the global arena and to combine the various communication practices to design strategic programs and campaigns Course titles include corporate communication international public relations corporate public affairs global marketing communication global corporate communication and social media **Sustainability and Design Ethics** Tom Russ, 2010-03-25 From microcosm to macrocosm ecodesign green design environmental design and triple bottom line are quickly becoming more than just catchy phrases that describe touchy feely trends Increases in climate uncertainty and energy costs as well as food water and services insecurity are just a few of the challenges driving the growing demand for sus **Business Ethics** William H. Shaw, 2002 Combining text and stimulating case studies BUSINESS ETHICS FOURTH EDITION provides a comprehensive

intellectually solid survey of business ethics suitable for undergraduates at all levels with little or no philosophical background It introduces students to important philosophical concepts and principles in an engaging way supplies them with useful social historical and philosophical background and encourages them to grapple with important theoretical and practical issues that they might not otherwise think about **Business Ethics** William H. Shaw,2014 Combining insightful and accessible textbook chapters by the author with cases that highlight the real world importance of key ethical concepts this title provides a comprehensive flexible and pedagogically proven course of study that explores the intersections of commerce and ethics **Ebook: Managerial Economics and Organizational Architecture** Brickley,2015-05-16 Ebook Managerial Economics and Organizational Architecture **Ethical Issues in Business - Second Edition** Peg Tittle,2016-12-15 Peg Tittle s ambitious business ethics text brings together readings cases and the author s own informed opinions The second edition includes over a dozen new readings and case studies as well as a new chapter on issues in Information and Communication Technology Includes Canonical and topical readings on issues ranging from whistleblowing and advertising to international business the nature of capitalism and the environment Engaging overviews from the author encourage careful reflection and critical examination of conventional assumptions What to Do scenarios and Case Studies illustrate the practical relevance of each topic Comprehensive introductions to ethical theory and the ethics of business Questions following each selection test understanding and promote active reading A primer on ethical institutions examines the role of ethics consultants codes of ethics and more *Books in Print Supplement* ,2002 **Case Studies in Organizational Communication: Ethical Perspectives and Practices** Steve May,2012-01-20 This updated edition integrates ethical theory and practice to help strengthen readers awareness judgment and action in organizations by exploring ethical dilemmas in a diverse range of well known business cases This volume explores a range of complex issues in today s organizations addresses ethical concerns and investigates the fundamentals that enable organizations to be simultaneously productive and ethical Compiled with a variety of important examples of organizational communication ethics of today case studies include the discussion of ethical dilemmas faced by Walmart Toyota Enron Mitsubishi BP Arthur Andersen Google college athletics and the pharmaceutical industry among others Through these case studies students are able to directly assess ethical and unethical decision making in a rich diverse and complex manner that moves beyond simple explanations of ethics This book is an invaluable resource for students and those interested in organizational communication ethics *Business Ethics* Manuel G. Velasquez,2006 CD ROM contains ABC news segments Enron s fall Unocal in Burma AIDS in Africa Microsoft antitrust trial To drill or not to drill Ford Firestone debacle Ralphs Gap s labor problems **The Journal of Philosophy** ,1996 **Forthcoming Books** Rose Arny,2003-04 Proceedings and Addresses of the American Philosophical Association American Philosophical Association,2008 List of members in v 1 *American Book Publishing Record* ,2005 Small Business Sourcebook ,2004 *The United States Catalog* ,1921 **The British National**

Bibliography Arthur James Wells, 2009 *Paperbound Books in Print*, 1992 Books in Print, 1994 **Managerial Economics & Organizational Architecture** James A. Brickley, Clifford Smith, Jerold L. Zimmerman, 2007 With two distinct objectives this text's approach to managerial economics takes models from recent economics research and applies the research to the internal structure of a firm After teaching basic applied economics the authors look inside the firm and apply this analysis to management decision making Authors Brickley Smith and Zimmerman contend that organizational architecture consists of three aspects of corporate organization the assignment of decision rights within the company methods of rewarding individuals the structure of systems to evaluate the performance of both individuals and business units These three components can be likened to a stool with three legs If one of the legs is shorter the stool is out of balance These three elements must be in balance in the organization as well

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