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Survey respondents who say effective  
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bottom line are also more likely to say their strategy is 'very important' to their business (33 per cent) compared with other survey respondents (8 per cent)." At the heart of the debate as to whether CSR improves profits is first how you define it.

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2 Chapter 1. Introducing Business Ethics  
Ethics and law Business ethics is the study  
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decisions where issues of right and wrong are  
addressed The law = minimum acceptable

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standards of behavior, but many morally contestable issues are not covered by law.

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How can you be an ethical corporate citizen

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in an increasingly complex, multiple-stakeholder world? This is the most pressing question facing businesses today, small and large, local and global. Business Ethics is a thorough yet accessible exploration of the main ethical theories and how these apply to the major stakeholders facing this question.

### **Business Ethics Chapters 1-5 Summary - lOMoARcPSD Summary ...**

"It's not surprising," the Center says, that a survey it conducted last year found that while 66 percent of U.S. executives say corporate citizenship is a priority for their



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company, only 33 percent report they have succeeded in integrating corporate citizenship into management policies and processes.

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