



## The Ethical Imperative: Why Moral Leadership Is Good Business

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By John Dalla Costa

Basic Books. Paperback. Book Condition: New. Paperback. 368 pages. Dimensions: 9.2in. x 6.1in. x 1.0in. Ethics are becoming the defining business issue of our time, affecting corporate profits and credibility, as well as personal security and the sustainability of a global economy. From price-fixing to bribery to toxic-waste dumping, companies around the world are engaging in unethical practices and chalking them up to the cost of doing business. but in an increasingly transparent global economy, where companies are being scrutinized by the media, private watch groups, government, competitors and their own employees, it is just such unethical practices that deplete profits, jeopardize reputations and, in cases like Barings Bank, risk the entire business. By the most conservative estimate, yearly losses due to unethical behavior equal more than the profits of the top forty corporations in North America. Such economic waste and moral loss require more than a PR Band-Aid. But how does a company and its managers and employees begin to encode an ethical construct into its bottom-line strategies and daily practices In the Ethical Imperative, John Dalla Costa outlines the process for incorporating, teaching and reinforcing ethical principles to the direct benefit of customers, shareholders, employees and profits. Drawing from...



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