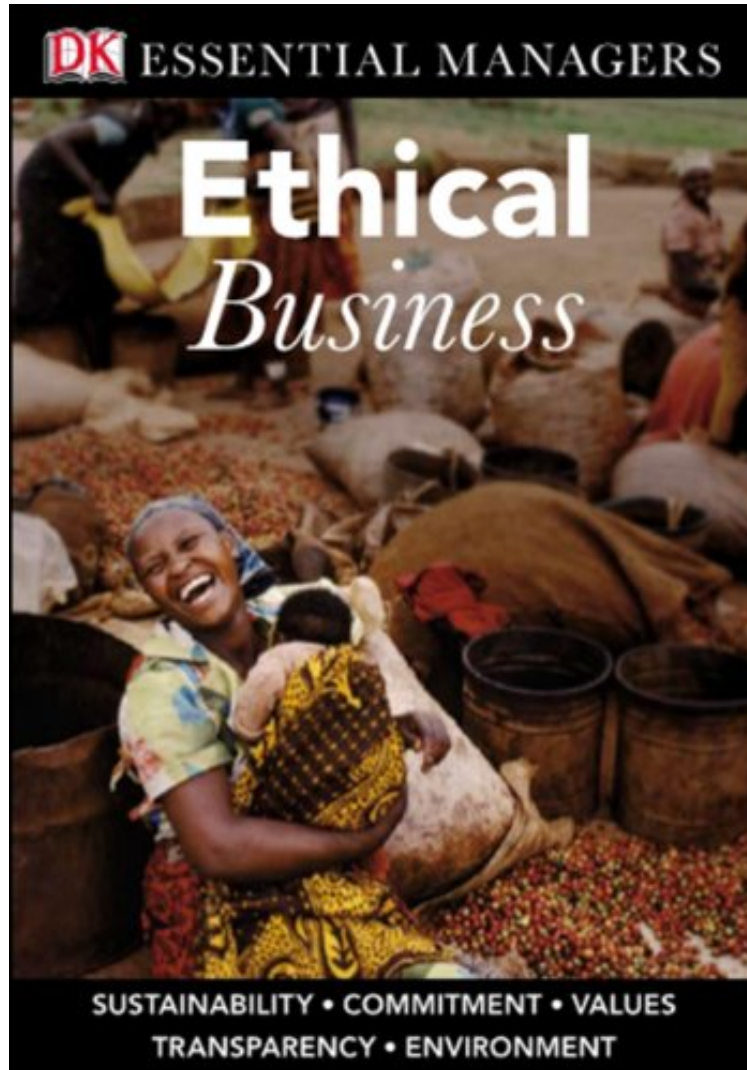


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## DK Essential Managers: Ethical Business

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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.

About the Author Dr. O.C. Ferrell is a Professor of Marketing and Creative Enterprise Scholar at the University of New Mexico. In 2005-2006 he was the first Bill Daniels Distinguished Professor of Business Ethics at the University of Wyoming and in charge of a state-wide business ethics initiative. He is also editor of [www.e-businessethics.com](http://www.e-businessethics.com) and has developed a business ethics certificate program through the University of New Mexico's Management Development Center. His academic research focuses on ethical decision making, stakeholder relationships and social responsibility. Linda K. Ferrell is an Associate Professor of Marketing at the Robert O. Anderson Schools of Management at the University of New Mexico.