



# Ethics Theory and Business Practice

*Mick Fryer*

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## Ethics Theory and Business Practice Mick Fryer

In his ground-breaking new textbook, Mick Fryer offers students of **Business Ethics** clear explanations of a range of theoretical perspectives, along with examples of how these perspectives might be used to illuminate the ethical challenges presented by business practice. The book includes:

- **Realistic scenarios** which gently introduce a theory and demonstrate how it can be applied to a real-life ethical dilemma that everyone can relate to, such as borrowing money from a friend
- **Real organisational case studies** in each chapter which illustrate how each theory can be applied to real business situations. Cases include Nike, Coca Cola, BMW, Shell, Starbucks and GSK
- **'Pause for Reflection'** boxes and **'Discussion Questions'** which encourage you to challenge the established notions of right and wrong, and empower you to develop your own moral code
- **Video Activities** in each chapter with accompanying **QR codes** which link to documentaries, films, debates and news items to get you thinking about real-life ethical dilemmas

Visit the book's companion website for **self-test questions**, **additional web links** and more at:  
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