



Ethics and Corporate Social Responsibility: Why Giants Fall

Ronald R. Sims

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Ethical failures are rooted in leadership failure, the lack of a corporate culture in which ethical concerns have been integrated, and unresponsiveness to key organizational stakeholders. This book seeks to enhance our understanding of the causes of ethical debacles in an era when ethical missteps can often lead to corporate bankruptcies or worse. Sims offers practical solutions for mitigating damage and preventing such problems from happening in the first place. He also explains how to institutionalize ethics throughout an organization.

Sims asserts that organizations wishing to behave ethically must do more than harbor good intentions. Such companies must implement policies that inculcate the corporate culture with ethical values. They must also commit to ethical behavior in all interactions with internal and external stakeholders, including investors, customers, employees, and the community.

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Spent a free time to be fun activity to perform! A lot of people spent their spare time with their family, or their own friends. Usually they performing activity like watching television, likely to beach, or picnic within the park. They actually doing same task every week. Do you feel it? Will you something different to fill your own personal free time/ holiday? Can be reading a book can be option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to test look for book, may be the publication untitled Ethics and Corporate Social Responsibility: Why Giants Fall can be excellent book to read. May be it may be best activity to you.

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