



# Business Ethics: A Stakeholder and Issues Management Approach

*By Joseph W. Weiss*

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## **NEW EDITION, REVISED AND UPDATED**

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**New Cases!** Fourteen of the twenty-three cases in this book are brand new to this edition. They touch on issues such as cyberbullying, fracking, neuromarketing, and for-profit education and involve institutions like Goldman Sachs, Google, Kaiser Permanente, Walmart, Ford, and Facebook.

**Updated Throughout!** The text has been updated with the latest research, including new national ethics survey data, perspectives on generational differences, and global and international issues. Each chapter includes recent business press stories touching on ethical issues.

**New Feature!** Several chapters now feature a unique Point/Counterpoint exercise that challenges students to argue both sides of a contemporary issue, such as too-big-to-fail institutions, the Boston bomber *Rolling Stone* cover, student loan debt, online file sharing, and questions raised by social media.

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## Business Ethics: A Stakeholder and Issues Management Approach By Joseph W. Weiss Bibliography

- Sales Rank: #84319 in Books
- Published on: 2014-07-14
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.30" w x 6.10" l, .0 pounds
- Binding: Paperback
- 648 pages

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#### **About the Author**

Joseph W. Weiss is professor of management at Bentley University, where he has received an Innovation in Teaching award. He is on the honor roll of the Organizational Behavior Teaching Society and is a Fulbright Program Specialist, past chair of the Academy of Management's Management Consulting Division, and current cochair of the Hawaii International Conference on System Sciences IT/Project Management track. He is the author of five books and many journal articles and has consulted with Fortune 500 firms, government agencies, and start-up companies.

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