



Ethics Theory and Business Practice

By Mick Fryer

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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: study.sagepub.com/fryer

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Editorial Review

Review

The old joke that business ethics is a contradiction in terms has some truth in it, but in this book Mick Fryer carefully shows us why such confusion is the beginning of wisdom. After all, if ethics was easy, it wouldn't be worth worrying about. So if you want an elegant book about some tough questions, this is the one for you. (Martin Parker)

Business Ethics teachers have been crying out for an up-to-date textbook that takes moral and political philosophy seriously. Mick Fryer's engaging new book does just that by addressing the everyday ethical language of students and then linking this to the full range of theories. Rather than simply telling students what the theories are and then moving on quickly to 'business case' practical applications, he encourages readers to explore and compare ideas, using case studies and practical ethical scenarios. (Professor Peter Ackers)

About the Author

Mick Fryer has lectured in business ethics at Aberystwyth, Cardiff and Loughborough universities. He's also worked as a consultant author for the Open University, contributing to modules for the OU Business School and the OU Philosophy Department.

Users Review

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