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This accessible, applied text covers the complex environment in which managers confront ethical decision making. Using a managerial framework, the authors address the overall concepts, processes, and best practices associated with successful business ethics programs--helping students see how ethics can be integrated into key strategic business decisions. The Seventh Edition incorporates comprehensive and rigorous updates that reflect the ever-increasing academic and governmental attention being given to this area. The textbook program provides an abundance of real-world examples and cases, as well as exercises, simulations, and practice tests that provide plenty of opportunity for students to master the text material. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Thoroughly revised and updated, MARKETING STRATEGY, 6e continues with one primary goal: to teach students to think and act like marketers. Packed with cutting-edge coverage, current examples, new cases, and photographs, the sixth edition delivers a practical, straightforward approach to analyzing, planning, and implementing marketing strategies--helping students learn to develop a customer-oriented market strategy and market plan. Students sharpen their analytical and creative critical thinking skills as they learn the key concepts and tools of marketing strategy. Continuing in the text's signature student-friendly style, the sixth edition covers essential points without getting bogged down in industry jargon--all in a succinct 10 chapters. Available with InfoTrac Student Collections <http://gocengage.com/infotrac>. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This collection of timely, provocative articles provides students with a framework for understanding the importance of business ethics and corporate responsibility. Each reading addresses aspects of leadership, compliance, and/or decision making in organizational settings. Students will be challenged to consider the potential conflicts between, and impacts

on, the stakeholder value systems present within organizations. Originally created to accompany Business Ethics, by Ferrell/Fraedrich/Ferrell, this supplemental text supports any course in which instructors are looking to enhance coverage of business ethics/corporate responsibility.

In *Business and Society*, 3/e, authors Thorne, Ferrell, and Ferrell introduce students to corporate responsibility by examining the connection between shareholders and stakeholders. The text's strong pedagogical framework reinforces core concepts and teaches students that social responsibility is not only about philanthropy, but also a strategic focus for fulfilling the economic, political, legal, and ethical responsibilities expected by its stakeholders--and the profitable results expected by shareholders. Through the use of case studies, best and worse practices, and real-life examples, the authors explore how companies fail or succeed according to their ability to adopt strategic social responsibility. The program's streamlined approach provides instructors with the opportunity to include other sources such as readings, cases, and projects. New online resources and a video program provide additional support for both instructors and students.

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