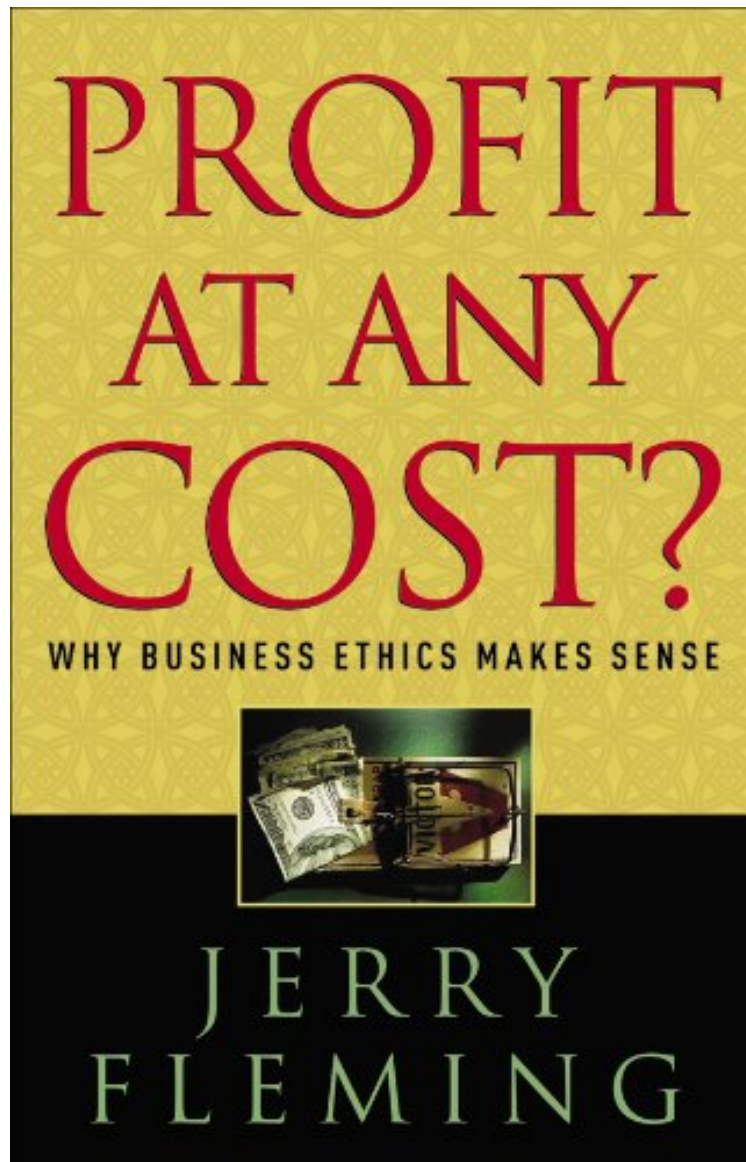


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Profit at Any Cost?: Why Business Ethics Makes Sense

Jerry Fleming

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Jerry Fleming : Profit at Any Cost?: Why Business Ethics Makes Sense before purchasing it in order to gage whether or not it would be worth my time, and all praised Profit at Any Cost?: Why Business Ethics Makes Sense:

0 of 0 people found the following review helpful. Great Read--Great InsightsBy Sonin FlemingA very helpful look into what true business ethics looks like. Packed with interesting anecdotes and an easy, readable writing style, I thoroughly enjoyed the book. Every business person needs to read it and everyone would gain helpful insight into good business practices.1 of 1 people found the following review helpful. Profit At Any Cost?By Michael

Taylor "Profit At Any Cost?" describes the tension corporations face between making a profit while maintaining a strong sense of business ethics. Among the points covered include: 1. Examples of companies forsaking ethics in the pursuit of profit. 2. The need for absolutes in business practices. 3. While integrity in business may have a short term cost, the long term benefit is worth the cost. 4. There is a place for Christians to influence the marketplace in a godly manner. 5. It is possible to practice strong business ethics and make a profit. Indeed, with the recent examples of companies cooking the books, laying people off while corporate officers make healthy bonuses, fending off unions and a government that can be just as corrupt, there is certainly a need for men and women of integrity in the marketplace. Read and be challenged. Recommended.

As a young executive, Jerry Fleming wondered if making a profit and behaving ethically were even compatible. Years later, he discovered that ethical companies not only showed greater profits than their unethical competitors but also experienced greater employee satisfaction and public trust. With corporate scandals in the headlines, Profit at any Cost? is Fleming's call for businesspeople to rethink how ethics are lived out in the marketplace. In so doing, he says, they will find greater peace, success, and profits. With real-life examples from his thirty-year business career, Fleming challenges readers to: "see that the business world is not a separate playing field with its own 'rules' examine the failures of energy-giant Enron and other troubled corporations" understand how seemingly insignificant choices lead to unethical business practices" discover four moral principles that lead to long-term success in business and life" learn why ethical companies are more successful in the long run With humor, poignant insights, and a wealth of research, Profit at Any Cost? will challenge and inspire men and women of all professions to bring integrity back to the workplace.