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OBJECTIVES

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|--------|---|
| LO 2-1 | Define business ethics and social responsibility and examine their importance. |
| LO 2-2 | Detect some of the ethical issues that may arise in business. |
| LO 2-3 | Specify how businesses can promote ethical behavior. |
| LO 2-4 | Explain the four dimensions of social responsibility. |
| LO 2-5 | Debate an organization's social responsibilities to owners, employees, consumers, the environment, and the community. |

KEY TERMS AND DEFINITIONS

- | | |
|-----------------|--|
| bribes | Payments, gifts, or special favors intended to influence the outcome of a decision. |
| business ethics | Principles and standards that determine acceptable conduct in business. |
| codes of ethics | Formalized rules and standards that describe what a company expects of its employees. |
| consumerism | The activities that independent individuals, groups, and organizations undertake to protect their rights as consumers. |

Mbusiness Ferrell Hirt 4th Edition

Victor M. Corman



Mbussness Ferrell Hirt 4th Edition:

Strategic Management for Hospitality and Tourism Fevzi Okumus, Levent Altinay, Prakash Chathoth, Mehmet Ali Koseoglu, 2019-10-30 Strategic Management for Hospitality and Tourism is an essential text for both intermediate and advanced learners aspiring to build their knowledge related to the theories and perspectives on the topic The book provides critical and analytical insights on contemporary theoretical models and management practices while enhancing the learning process through worked examples and cases applied to the hospitality and tourism setting This new edition highlights the rapidly changing socio economic and political global landscape and addresses the cultural and socio economic complexities of hospitality and tourism organizations in the new era It has been fully updated to include A new chapter on finance business ethics corporate social responsibility and leadership as well as new content on globalisation experience economy crisis management consumer power developing service quality innovation and implementation of principles New features to aid understanding of the application of theory and spur critical thinking and decision making New international case studies with reflective questions throughout the book from both SME s and large scale businesses Updated online resources including PowerPoint presentations additional case studies and exercises and web links to aid both teaching and learning Highly illustrated and in full colour design this book is essential reading for all future hospitality and tourism managers El-Hi Textbooks & Serials in Print, 2005 ,2005 **El-Hi Textbooks and Serials in Print** ,2006 **American Book Publishing Record** ,2000 *Forthcoming Books* Rose Arny,2002 **M O. C. Ferrell, Geoffrey A. Hirt, Linda Ferrell**,2010-02 Subject Guide to Children's Books in Print 1997 Bowker Editorial Staff,R R Bowker Publishing,1996-09 Subject Guide to Books in Print ,1997 **Ferrell Business+sg W/Selfck Ibm5** Ferrell,1989-01-01

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