

Ethical Confusion is rampant in the Corporate World.

To achieve excellence an organisation has to grow in three different dimensions Physical (Economical), Psychological and Ethical.

Reliability is the ethics of quality.

Be wary of seasonal variations in ethical behaviour!

Let us not fall into the trap of statistical averages in ethics.

Good Corporate Governance should focus on equitable value sharing among all stakeholders.

Globalisation is universalising ethical perceptions and ethical norms of all societies.

*Ethics of war overshadow the ethics of organisational survival or success.
Most meetings / discussions on problems of organisations are converted into battlegrounds to defend decisions and actions of people concerned.*

*If wishes were horses, then advertisers make them the Pegasus.
They take customers on a grand ride on them.
Most often the customers turn out to be the unfortunate Bellerophon, to be thrown out and discarded in the end.
Creative advertisements need to be brought under stringent ethical control.*

Business has no business to exist except for serving the Society!

Books available at:



K S Madhavan & Associates

E-mail: ksm@ksmadhavan.com,
ksma@ksmadhavanmail.com
Web: www.ksmadhavan.com

"Vishnu Priya Residency"
Plot No.28,
Women's Co-op Hsg.Society
Road No.2, Jubilee Hills,
Hyderabad – 500 045.
Phone: +91-40-65580116
Fax: +91-40-23545074



**Shingo Institute of
Japanese Management**

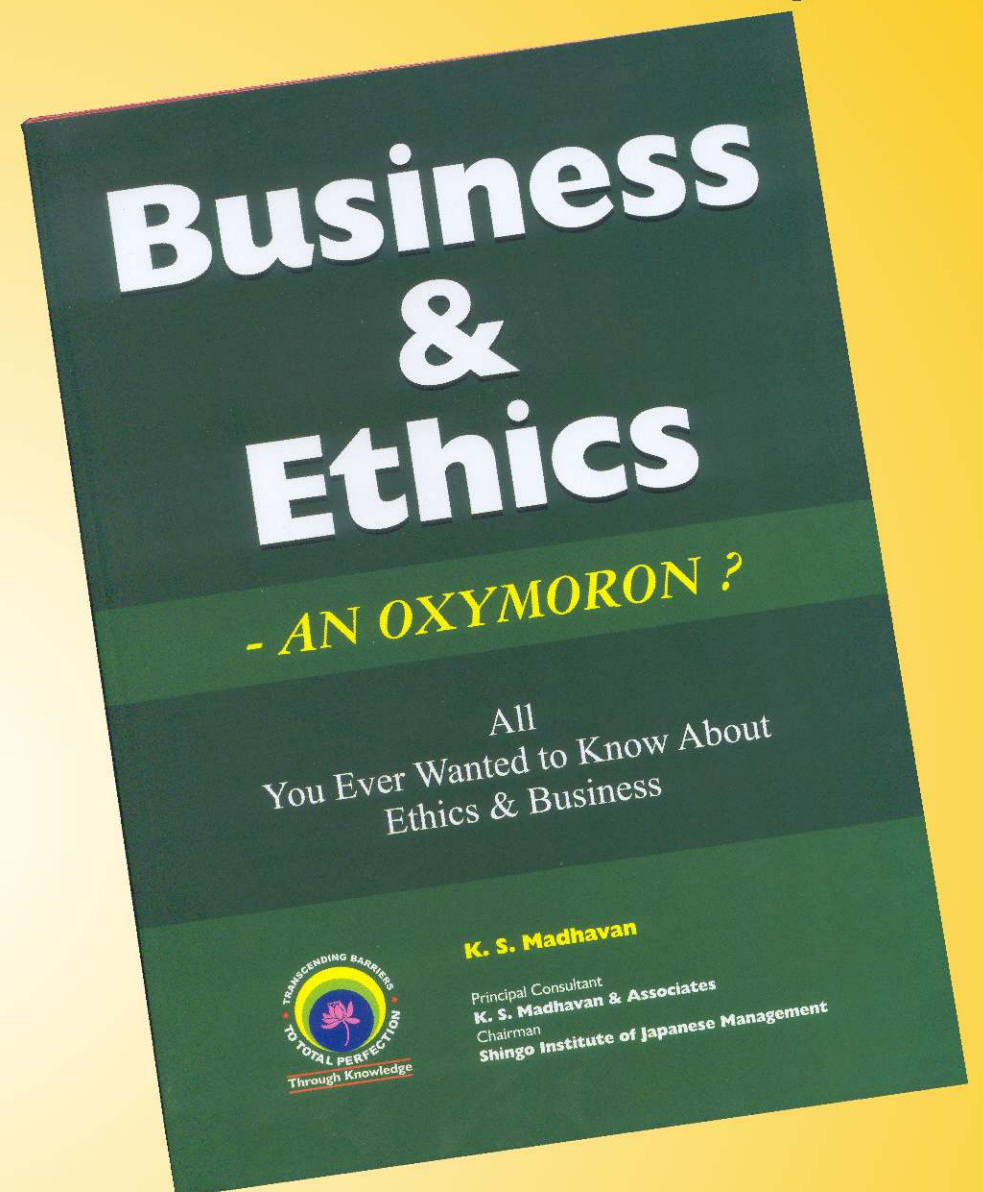
E-mail : info@shingoinstitute.ac.in,
ksm@ksmadhavan.com
Web : www.shingoinstitute.ac.in



First Edition: March 2008
ISBN-978-81-906715-1-4

Price: Rs.550/-
US \$ 20
Book size: 11.5"x8.5"
Pages: 286

**A Comprehensive Book covering all aspects of
Ethics in Business for all kinds of organisations**



Business & Ethics

- AN OXYMORON ?

CONTENTS OF THE BOOK

PREFACE

1. INTRODUCTION
2. WHY BUSINESS ETHICS

PART-I: BUSINESS, SOCIETY & ETHICAL EVOLUTION

3. EVOLUTION OF SOCIETY & BUSINESS.
4. DEVELOPMENT OF CONCEPT OF MONEY & ITS ROLE IN HUMAN CIVILISATION
5. EVOLUTION OF DIFFERENT ROLES OF BUSINESS IN SOCIETY (From Pre-historic times to Globalisation of today)
6. OBJECTIVES OF MODERN BUSINESSES

- Profit & Growth
- Employment Generation
- Demand Satisfaction

7. STAKEHOLDERS OF BUSINESS

8. CONTROLS & MANAGEMENT OF CONTROLS

- Internal Controls : Audits, Financial Controls, Quality Control
- External Controls : Government, Social & Judicial Controls

PART-II: EXPANDING THE ETHICAL SPACE: ETHICS & VALUE DIMENSIONS OF BUSINESS

9. INTRODUCTION
10. ETHICAL COMPULSIONS IN MODERN SOCIETY
11. ETHICAL INTERFACE
 - Individuals, Family, Organisations, Interest Groups & Society
12. TANGIBLE & INTANGIBLE VALUES IN BUSINESS
13. MULTI-DIMENSIONAL NATURE OF VALUE
14. SPREAD OF VALUES
15. ETHICAL DIMENSIONS OF AMBITION & COMPETITION
 - Ambition-Driven Systems, Process Dimensions, Means & Ends Conundrum
16. ETHICS IN NEGOTIATIONS & CONTRACTS
 - Fair & Unfair Practices
17. ETHICAL CONFUSION - PROMISE & PERFORMANCE
 - Quality, Reliability, Capability, Value to Customer, Value to Supplier
18. ETHICAL CONFUSION - POSSIBLE SOLUTIONS - CORPORATE GOVERNANCE
19. CORPORATE GOVERNANCE
 - Organisational & Individual Responsibility & Accountability
 - Responsibility of Businesses Towards the Future of Mankind
20. ANCIENT CONTRIBUTIONS TO BUSINESS ETHICS

All
You Ever Wanted to Know About
Ethics & Business

Business & Ethics Book
**Explaining what Ethics can do for you in Business &
How you can implement it without hassles**

The title of the book focuses on an important paradigm that pervades the thinking of the normal people both in business and in non-business fields. Most people, more so many businessmen, think that to do business well one has to ignore ethics. It is almost an axiom that if you want to be successful in business, you have to throw ethics to the winds. If you are too ethical, you cannot be a great entrepreneur or a great top-level manager. This book tries to correct this impression and highlight how business and ethics are too closely interlinked. Ethics relates to the dealings of the business with society and it is society that has allowed business to exist and prosper. It better understand this fundamental truth and change its paradigm.

This book also highlights the need to recognise the role of business in upgrading the Quality of Life of people, thus improving human civilisation. Social thinkers must recognize the role of business in moulding human value systems, as also their attitudes and behaviour.

Business should realise the negative role it plays in threatening the future of mankind through ecological, biological and genetic manipulations. This has to be brought under control using the ethical platform.

In a superior, better evolved civilization, business would become subservient to society and provide equitably shared value to all its stakeholders.