



Essentials of Business Ethics: Creating an Organization of High Integrity and Superior Performance

Denis Collins

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The essential guide to creating an organization of high integrity and superior performance

With the high-profile corporate scandals that have taken place in recent years, corporate ethics are more important to a business than ever before. The failure of ethical leadership in an organization is very destructive-it demoralizes the workforce, breeds public distrust, and ultimately results in organizational decay.

Based on more than two decades of consulting, teaching, and research, Denis Collins's *Essentials of Business Ethics* is designed with appreciation for your demanding professional obligations, with easy-to-find, at-your-fingertips information. Its nuts-and-bolts presentation provides you with practical "how-to" examples and best practices on every area of managing ethics inside your organization in a handy, concise format.

This brief yet powerful guide presents executives and leaders with timely discussion on:

- Human nature and unethical behavior in organizations
- Determining the ethics of job candidates
- The differences between a Code of Ethics and a Code of Conduct
- The best practices for managing diversity
- Using Management-by-Objectives to establish work goals that encourage ethical behavior
- Performance appraisals that reward ethical behaviors
- Aligning community outreach with the company's mission and assets
- Handling the environmental change process
- How to manage three internal communication mechanisms for employees to report potentially unethical or illegal behaviors: an Ethics & Compliance Office, Ombudsman, and Ethics Hotlines

Providing a five-step ethics job-screen process and an ethical decision-making framework, as well as guidelines for conducting a variety of business ethics workshops, *Essentials of Business Ethics* is the only guide you will need containing all the relevant facts on business ethics, all in one place.

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