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Wicks/Freeman/Werhane stresses the impact an honest company has on the economy. Stakeholders invest in a company partially based upon the assumption that a company is trustworthy and acting in a morally responsible manner. (Once that trust is broken, the perceived value of the company diminishes.)

Wicks, Freeman, Werhane & Martin, Business Ethics | Pearson

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3. What are the three traditions of ethics, and how do they provide guidance to help inform your managerial decision making? (Page 5) There is a tremendous amount of literature from throughout ...

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Wicks and his co-authors approach ethics strategically and logically; they attempt to make the case that ethical components are present in nearly every decision a business manager must make. Further, they believe that making good ethical choices is to the strategic advantage of a firm and is not just good PR.

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A version of this paper is forthcoming in 18-4 Business Ethics Quarterly .. tends to influence the approach taken to ethics.13 .Business Ethics: A Managerial Approach - Ivey PublishingBusiness Ethics: A Managerial Approach. Wicks, A.C., Freeman, .. (In a module on culture and business ethics) and strategic management .. 1/16/2009 Length: 9 ...

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Wicks is the Ruffin Professor of Business Administration at Darden. His leadership roles across the school include director of the Olsson Center for Applied Ethics, academic director of the Institute for Business in Society, academic adviser for the Business Roundtable Institute for Corporate Ethics and director of Darden's Doctoral Program.

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Assistant Director, Management Services and Instructor Department: Department of Management, Lutgert College of Business (LCOB) ... Business Ethics, A Managerial Approach, Wicks, et al., First Edition, 2010 Pearson Education Inc., ISBN-10: 0-13-142792-X or ISBN- 13: 978-0-13-142792-1

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