



Drawing on relevant theories of business ethics, examine managerial approaches used in dealing with ethical dilemmas

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Grin Verlag Okt 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2002 in the subject Business economics - Business Ethics, Corporate Ethics, printed single-sided, grade: 1,00, University of Abertay Dundee (Business Department), course: Managing Organisations, 15 entries in the bibliography, language: English, abstract: A few years ago Shell, a British oil-company, had to close an old oil-rig in the North Sea. All relevant scientists and governments agreed pulling it down into the sea would be best in terms of environment and costs. But when the idea was launched by Shells managers there was a lot of protest all over Europe. People, heavily supported by Greenpeace, started to boycott Shells petrol stations and stopped buying in their shops. As a result the company decided to rebuild the oil-rig on land accepting several negative consequences. This essay therefore aims by way of the examples of Shell and others to become more familiar with the issue of practical business ethics and it gives details about its routes and meanings. Also, the reasons for implementing ethical action into daily business are explained more detailed and questions of...



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