



# Managing Business Ethics: Straight Talk About How To Do It Right

By Linda K. Trevino, Katherine A. Nelson

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Practical strategies for promoting ethical behavior

Offering a highly realistic, down-to-earth look at ethics in the workplace, Linda Treviño and Kate Nelson's *Managing Business Ethics* will help you identify and solve ethical dilemmas, understand why people behave the way they do, and help you design a culture that will promote ethical behavior in your organization.

Throughout, the emphasis is on common, real-life work situations, including hiring, managing, assessing performance, disciplining, firing, and providing incentives for staff, as well as producing quality products and services, and dealing effectively and fairly with customers, vendors, and other stakeholders.

## Highlights of the Fourth Edition

- \* Updated information relates content to current events such as the U.S. Sentencing Guidelines for Corporations.
- \* Describes the link between ethical culture and employee engagement.
- \* Covers new research, including the role of emotions in ethical decision making.
- \* Presents new profiles of organizations such as McWane, Enron, Citigroup, and Marsh & McLennan.
- \* International references reflect the realities of the increasingly global business environment.

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### Editorial Review

From the Back Cover

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#### About the Author

**Linda K. Treviño** is Professor of Organizational Behavior, Cook Fellow in Business Ethics, and Director of the Shoemaker Program in Business Ethics in the Smeal College of Business Administration at The Pennsylvania State University where she has been on faculty since 1987. She served as Chair of the Department of Management and Organization from 1999 - 2003. She holds a Ph.D. in management from Texas A&M University. Her research and writing on the management of ethical conduct in organizations is widely published and is internationally known. She has published about fifty journal articles and has co-authored an academic book entitled, *Managing Ethics in Business Organizations: Social Scientific Perspectives*, with Gary Weaver, in 2003.

**Katherine A. Nelson** is a founding principal of Talent Strategy Partners in Media, Pennsylvania, and a senior fellow in business ethics at the Wharton School, University of Pennsylvania. Her expertise includes ethics program design and strategic organizational communication. Kate and her partners at Talent Strategy Partners help organizations attain superior business results by focusing on the three key levers that influence how employees deliver value—effective leadership, employee commitment, and a deliberate culture. By developing creative approaches to build a "value-mentality" among employees, they influence the cultural elements that underpin employee commitment—the engine that drives value delivery. They focus on the entire employee experience—from how well an organization lives its values and develops its leaders to how well it communicates its vision and rewards its people for outstanding performance.

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