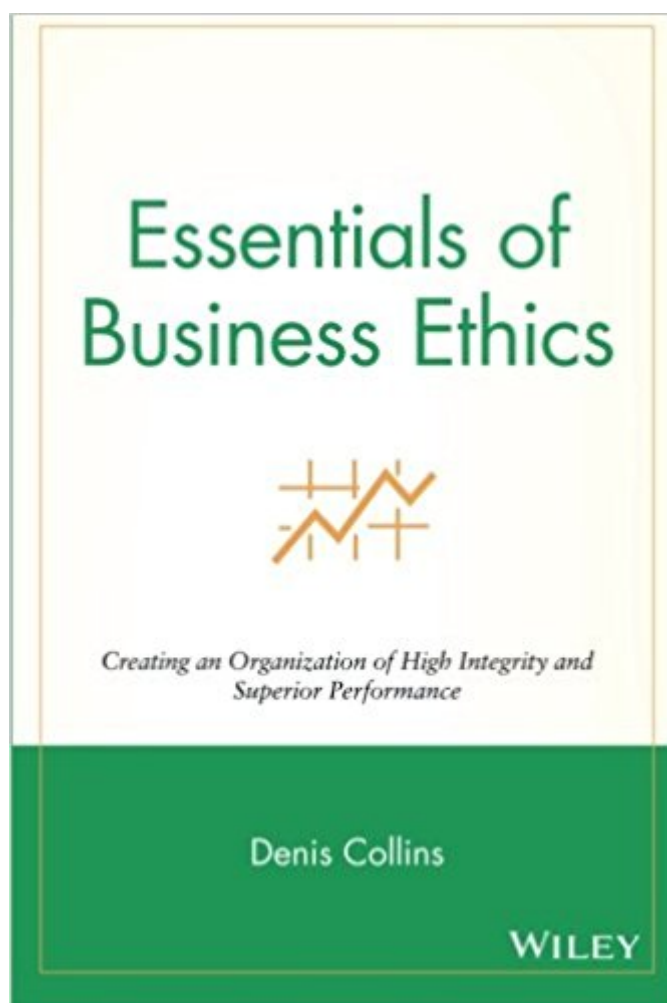


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# Essentials Of Business Ethics: Creating An Organization Of High Integrity And Superior Performance



## Synopsis

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.

## Book Information

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## Customer Reviews

"This book provides a practical guide to business ethics and harnessing ethics to improve business performance. It is part of the 'Essentials Series', which is intended to enable busy business advisory and corporate professionals to achieve rapid knowledge and skills in key business areas. The book is thus designed as "a managerial 'how-to manual' on business ethics for executives and leaders. The book presents a wealth of practical suggestions and initiatives accompanied by examples. Collins does an excellent job of trying to inspire professionals to be proactive in approaching ethical matters and seize the bull by the horns." (The Marketing Review, 2010, Vol. 10, No. 2) "Essentials of Business Ethics, adheres to the notion that ethics can be taught, that ethics can always be improved, and that in business it is crucial for leaders to set a strong example. This book aims to help all those involved in the ethics process, beginning with business owners and managers and including ethics and compliance officers, as well as ombudsmen who guide employees. The how-to format of the book makes it an easy-to-use resource." (The CPA Journal, March 2010) "Full of practical examples for managing ethics, this brief book offers critical advice on issues ranging from ethical decision making and ethics training to environmental management and community outreach. A great "nuts and bolts" overview." (climatechangecorp.com, 2009) "Full of practical examples...A great "nuts and bolts" overview."(Ethical Corporation Magazine, March 2009)

Essentials of Business Ethics Creating an Organization of High Integrity and Superior Performance  
Use a systematic ethics decision-making framework to arrive at moral conclusions  
Conduct ethics and diversity training workshops  
Integrate ethics into work goals, performance appraisals, and financial incentives  
Screen job candidates for their ethics  
Develop an Environmental Management System plan and assess environmental performance  
Denis Collins

Politicians and presidential candidates should read.

As an author Denis Collins is a through -minded person with a fine grasp of what is important in business and in life.

Denis Collins' new book - Essentials of Business Ethics -- really makes sense. The book is well written and quite comprehensive. He is an expert on the topic and the book's competence is readily

apparent. Collins touches upon all the key topics in business ethics and in many cases has whole chapters dedicated to the topic. For example, his is one of the few business ethics books with entire chapters written on such topics as: hiring ethical people; ethics training; ethics reporting systems; ethical foundations of capitalism; and empowering ethical employees. Empowering ethical employees is one of my favorites because so many ethical employees do not know what to do when they observe organizational misconduct. His effective use of actual business examples provides for a strong touchstone with the real world. Whether you are reading just because you think business ethics is important, or you are a business person, or an instructor thinking about using the book in a class, I think you will find this book to be one of the most user-friendly, authoritative books on the market today. Another bonus is that if you get the book you also get access to the book's website that contains a 76 item best practices survey. This book is a winner and I strongly recommend it!

"Essentials of Business Ethics" may well be essential, but it goes far beyond the basic fundamentals, and it's nothing short of a must-read book for any CEO, HR Manager, business professional, or ordinary person who's concerned with the recent avalanche of scandals and dishonesty in corporate America and wants to make a difference in his/her community. But what makes this particular book so different from other business ethics books? For starters, it's not a "preachy" book that reads like a sermon for executives, nor is it an obscure philosophical treatise reminiscent of an insomnia prescription-strength doctoral dissertation. It is a book that's easy to read but at the same time thought-provoking and meaningful. More importantly, it's a book you can use, because it's full of practical applications essential to any organization. Take the diversity chapter, for example: Instead of being all theory and no action, the book offers a clear 10-step process that organizations can use to implement diversity initiatives. There are also compelling arguments for implementing such initiatives, specific solutions to a multitude of diversity training problems, and numerous exercises that can be used as part of diversity training. The references are so current, some of the sources used are only months old! That's only one out of a dozen chapters, mind you. The book covers a wide variety of important topics, including ways of preventing ethical hazards, providing effective training on ethics, integrating ethics in hiring and performance appraisals, empowering and rewarding integrity in the workplace, considering environmental issues, building a reputation for impeccably ethical practices, and many more! It's clear that I'm enthusiastic about this book, because I believe in the clear and present difference it can make for businesses, non-profit organizations, educational institutions, and others. I've read Denis Collins's previous book on Enron (Behaving Badly), and heard him speak on public radio before. I didn't know at the time

that he was an internationally acclaimed expert on business ethics, on the editorial board of several prestigious journals in the field, and someone who truly believes in and lives by the ethical principles he advocates. "Essentials of Business Ethics" is a book long overdue; a compelling, provocative call to action and an invaluable how-to manual on workplace ethics. It is certain to help organizations both prevent and tackle important ethical dilemmas and challenges at a time of dire need for a new direction!

As a Engineering/Design Manager with over a decade of experience dealing with the "human" side of business, it was fantastic to finally find a book that sums up a clear roadmap for dealing with everyday ethical business issues. Dr. Collins is not only insightful in his evaluation of human nature, but also elaborates on how to motivate people to consistently "do the right thing". Whether you are a seasoned manager looking for a fresh approach to age old issues, or a new manager about to embark on a career change, this book will be instrumental in helping you build an solid, ethical foundation for your company.

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