

It is my belief that it is easy to make business theory and practice difficult, and it is difficult to make it easy. I have found this to be true over the last 30 years by working with managers, senior executives, presidents and chief executive officers as they tried to develop their mission, culture, and operating statements. - Thomas F. Franklin This book was created to give you the opportunity to explore topics and issues you might not have had an occasion to consider. In particular, the book helps develop a stronger personal perspective and understanding of the role an individual can play regarding ethics and business. You will be guided to a better understanding of the motivation that is required in today's business arena and its constantly evolving ethical environment. The intensity of your motivation to succeed will greatly impact your perspective on ethics, and will help shape your career.

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