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John Fraedrich, Ph.D. received his degrees from Brigham Young and Texas A&M University and is the Jannetides Professor of Business Ethics at Southern Illinois University.

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Question 1-
From your readings in Chapter 2 Business Ethics: Ethical Decision Making and Cases (12th ed.) Ferrell, L. Ferrell, O.C., & Fraedrich, J. (2018) please review the Video Case Study on Banking on Nature. After your review of the video case study, please post a summary on your thoughts about the case study.

Question 1: From your readings in Chapter 2 Business ...

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They deviated from the main goal of the business and failed to take into consideration the shareholders' interests when supporting the decisions and contracts that were proposed by the top management (Ferrell, Fraedrich and Ferrell 2011). They allowed the top management of the company to use complex nature of the financial statements and the ...

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Ferrell, O. C., Fraedrich, J. & Ferrell, L. (2013). Business ethics: Ethical decision making and cases. Mason, OH: South-Western/Cengage Learning In this article, the authors discuss the importance of ethics in business. They stress that while companies are in business to make profits, if they gain those profits by unethical means, chances are the company will fail.

Ferrell O C Fraedrich J Ferrell L 2013 Business ethics ...

He also teaches on special assignments at universities abroad. Dr. Fraedrich has completed extensive research in the areas of marketing and ethics. His numerous articles have been published in the Journal of Macro Marketing, Journal of Business Ethics, and many other journals. He received his B.S. from Brigham Young University, his M.S. from Texas A&M University, and his Ph.D. in marketing from Texas A&M University in 1988. *Dr.

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