

Business Ethics: Ethical Decision Making & Cases

By O. C. Ferrell, John Fraedrich, Ferrell

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Providing a vibrant four-color design, market-leading BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, Ninth Edition, thoroughly covers the complex environment in which managers confront ethical decision making. Using a proven managerial framework, this accessible, applied text addresses the overall concepts, processes, and best practices associated with successful business ethics programs--helping readers see how ethics can be integrated into key strategic business decisions. Thoroughly revised, the new ninth edition incorporates coverage of new legislation affecting business ethics, the most up-to-date examples, and the best practices of high-profile organizations. It also includes 20 all-new or updated original case studies.

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Editorial Review

About the Author
O. C. Ferrell (Ph.D., Louisiana State University) is University Distinguished Professor of Business Ethics at Belmont University. He most recently served nine years as University Distinguished Professor of Marketing and Creative Enterprise Scholar at the University of New Mexico. His academic research focuses on ethical decision-making, stakeholder relationships and social responsibility. He is a leading author in marketing ethics and stakeholder orientation to achieve marketing performance in organizations. Dr. Ferrell is past president of the Academic Council of the American Marketing Association and chaired the American Marketing Association Ethics Committee twice. Under his leadership, the committee developed the AMA Code of Ethics and the AMA Code of Ethics for Marketing on the Internet. He is Vice President of Publications for the Academy of Marketing Science. He has received the Cutco Vector Distinguished Marketing Educator Award from the Academy of Marketing Science. Dr. Ferrell is the co-author of 20 books and more than 100 articles. His articles have been published in the Journal of Marketing Research, Journal of Marketing, Journal of Business Ethics, Journal of Business Research, Journal of the Academy of Marketing Science, and The Academy of Management Executive, as well as other journals. His MARKETING: CONCEPTS AND STRATEGY TEXT, co-authored with Dr. William Pride, is one of the most widely adopted principles of marketing text in the world. BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES, co-authored with John Fraedrich and Linda Ferrell, is one of today's leading business ethics texts. Dr. Ferrell has served as an expert witness on marketing issues for numerous legal cases, has been quoted in leading business publications, such as USA Today and Wall Street Journal, and has appeared on The Today Show to discuss marketing issues.

Professor Fraedrich's dissertation (1988) was the nexus for the ethics book "Business Ethics: Ethical Decision Making and Cases" (11th edition) 2016, and is the most widely used undergraduate business ethics text in the U.S. Dr. Fraedrich has the distinction of being one of 50 marketing ethics professors selected to participate in an International Consortium on Ethics and Social Responsibility. In his career, he has presented, written, and/or published over 50 pieces related to business ethics alone. On a global level, he has helped affect business ethics dialogue by being the only ethics professor invited by a former U.S. Secretary of State to participate in an executive seminar on globalization and its implications and challenges for societies, corporate responsibility, and public policy and included ambassadors and economic ministers from Argentina, Australia, Bosnia/Herzegovina, Germany, the Republic of Georgia, Lesotho, Mexico, Peru, and Poland, as well as Fortune 100 firms such as Raytheon, Lockheed-Martin, and Sumitomo Corporation. He was invited by FEDERASUL, a prestigious business organization in Brazil, to discuss business ethics on a panel that included one of Brazil's Supreme Court Justices as well as a former ambassador. In 2006?2007, Professor Fraedrich was awarded the Bill Daniels Distinguished Professor of Business Ethics at the University of Wyoming, College of Business. Recently, Professor Fraedrich was invited to teach for the Department of the Army at the General Officer level concerning "The Consequences of Power." His class included 13 Brigadier Generals as well as five star generals (two lieutenant generals and three major generals). He is also the author of integrated application-oriented ethics software for academics and Fortune 500 corporations.

Dr. Linda Ferrell (Ph.D. University of Memphis) is professor of marketing at Belmont University. Dr. Ferrell coauthored Business and Society with O. C. Ferrell and Debbie M. Thorne and is co-author of Business in a Changing World with O.C. Ferrell and Geoff Hirt. She won the Best Paper award twice at the American Marketing Association's National Summer Educators Meeting and has published over 30 articles in

JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, JOURNAL OF PUBLIC POLICY & MARKETING, JOURNAL OF PERSONAL SELLING & SALES MANAGEMENT, AMS REVIEW, JOURNAL OF STRATEGIC MARKETING, JOURNAL OF BUSINESS ETHICS, and CASE RESEARCH JOURNAL, as well as others.

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