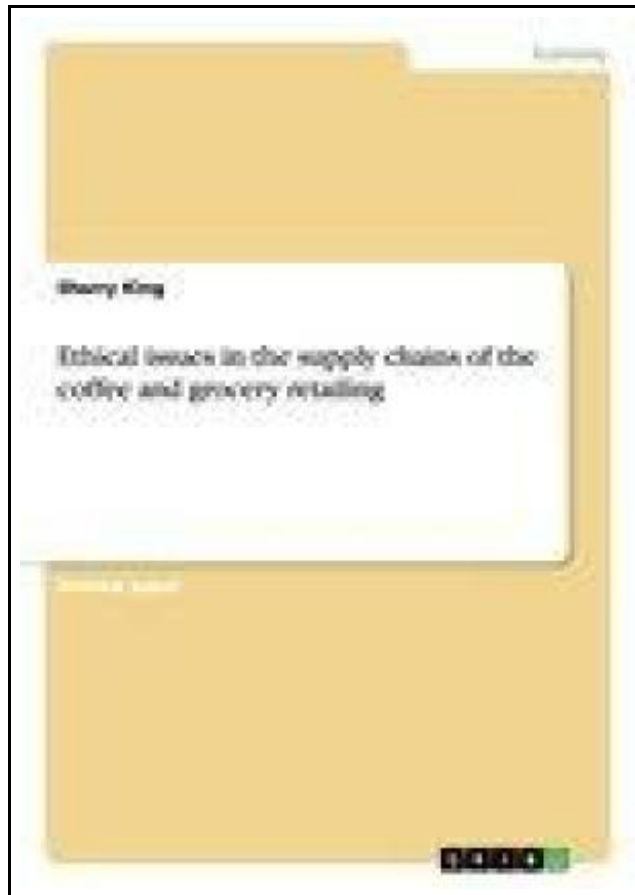


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GRIN Verlag GmbH Mrz 2014, 2014. Taschenbuch. Book Condition: Neu. 211x75x12 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Business Ethics, Corporate Ethics, grade: A, King`s College London, language: English, abstract: The aspect of being an ethical business is not enough in itself in the 21st Century. In today`s society, all major as well as leading business entities are not just held by what they make about also by what they keep. Investors, Consumers, business partners, media organizations and regulators, and media organizations have evolved to expect that a business as well as its whole supply chain uphold ethical standards. It is a matter of time that a business or a firm finds itself or its activities in a supply chain system that is experiencing serious charges of violating ethical issues (McGraw 2008, p. 29). In most cases if this kind of scenario takes place even the biggest firms within the supply chain are most likely to get dragged into the blame. The rise of scandals such as the supplier-generated ethics one can be said to be the major risks that most big brands face in the current business work today. Such scandals tend to great damage on major brands as well as the upcoming ones in both the global and local business environment. Organizations seek to develop partnerships and various forms of integration and links with trading partners for efficiency and effectiveness. These links can be described as business relationships aimed at ensuring every activity in the respective organizations does not stall at any one point (Varley 2001, p. 15). 12 pp. Englisch.



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