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Business ethics, connotes the form of applied ethics, which studies ethical principles, morals and problems that takes place in the business environment. It is nothing but the integration of day to day morals and ethical norms to business, and is applicable to all types of business. E.g. Charging reasonable prices from customers, just and fair treatment to workers, earning a legitimate profit, providing a good environment to employees, etc. Salient Features of Business Ethics. The salient features of business ethics are discussed hereunder: It is the ethical standards which regulate business persons in performing business activities. It is both science and art. It relies on theological principles like good behaviour, sincerity, welfare of society and so on. Unlike most books on business ethics, Just Business does not apply incoherent philosophical doctrines to misunderstood business practice. Instead, it provides a systematic, reasoned argument about what constitutes ethical conduct for business. Just Business is realistic both in its robust (largely Aristotelian) philosophical underpinnings, and in its appreciation and understanding of business. In addition to characterising the argument of Just Business: Business Ethics in Action, the Introduction outlines it. Just Business starts by arguing that business is a very specific, limited activity, which is defined by its objective: maximising owner value over the long term by selling goods or services.