

Business Case Study British Petroleum Oil Spill In The

Business Process Change, 3rd Edition provides a balanced view of the field of business process change. Bestselling author Paul Harmon offers concepts, methods, cases for all aspects and phases of successful business process improvement. Updated and added for this edition is new material on the development of business models and business process architecture development, on integrating decision management models and business rules, on service processes and on dynamic case management, and on integrating various approaches in a broad business process management approach. New to this edition: How to develop business models and business process architecture How to integrate decision management models and business rules New material on service processes and on dynamic case management Learn to integrate various approaches in a broad business process management approach Extensive revision and update addresses Business Process Management Systems, and the integration of process redesign and Six Sigma Learn how all the different process elements fit together in this best first book on business process, now completely updated Tailor the presented methodology, which is based on best practices, to your organization's specific needs Understand the human aspects of process redesign Benefit from all new detailed case studies showing how these methods are implemented

There is an invisible army of people deep inside the world's biggest and best-known companies, pushing for safer and more responsible practices. They are trying to prevent the next Rana Plaza factory collapse, the next Deepwater Horizon explosion, the next Foxconn labor abuses. Obviously, they don't always succeed. Christine Bader is one of those people. She worked for and loved BP and then-CEO John Browne's lofty rhetoric on climate change and human rights--until a string of fatal BP accidents, Browne's abrupt resignation under a cloud of scandal, and the start of Tony Hayward's tenure as chief executive, which would end with the Deepwater Horizon disaster. Bader's story of working deep inside the belly of the beast is unique in its details, but not in its themes: of feeling like an outsider both inside the company (accused of being a closet activist) and out (assumed to be a corporate shill); of getting mixed messages from senior management; of being frustrated with corporate life but committed to pushing for change from within. The Evolution of a Corporate Idealist: When Girl Meets Oil is based on Bader's experience with BP and then with a United Nations effort to prevent and address human rights abuses linked to business. Using her story as its skeleton, Bader weaves in the stories of other "Corporate Idealists" working inside some of the world's biggest and best-known companies.

A compact overview of the most relevant concepts and developments in International Management. The various strategy concepts of internationally active companies and their implementation in practice are the core of this book. The authors

describe the particularities of international value chain activities and management functions and offer a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. In 23 lessons, a comprehensive overview of all key issues is given. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. In this third edition, all chapters have been updated, all case studies revised, new chapters and recent data were integrated.

This book tackles the role of universities in driving economic growth. Their role as providers of talent, technology and new ideas is considered in the light of the 2008 Global Financial Crisis. A series of expert authors consider success, opportunity and how national frameworks can be fine-tuned to deliver business success.

This book highlights research-based case studies in order to analyze the wealth created in the world's largest mergers and acquisitions (M&A). This book encourages cross fertilization in theory building and applied research by examining the links between M&A and wealth creation. Each chapter covers a specific case and offers a focused clinical examination of the entire lifecycle of M&A for each mega deal, exploring all aspects of the process. The success of M&A are analyzed through two main research approaches: event studies and financial performance analyses. The event studies examine the abnormal returns to the shareholders in the period surrounding the merger announcement. The financial performance studies examine the reported financial results of acquirers before and after the acquisition to see whether financial performance has improved after merger. The relation between method of payment, premium paid and stock returns are examined. The chapters also discuss synergies of the deal-cost and revenue synergies. Mergers and acquisitions represent a major force in modern financial and economic environment. Whether in times of boom or bust, M&As have emerged as a compelling strategy for growth. The biggest companies of modern day have all taken form through a series of restructuring activities like multiple mergers. Acquisitions continue to remain as the quickest route companies take to operate in new markets and to add new capabilities and resources. The cases covered in this book highlights high profile M&As and focuses on the wealth creation for shareholders of acquirer and target firms as a financial assessment of the merger's success. The book should be useful for finance professionals, corporate planners, strategists, and managers.

Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 73, University of Hertfordshire (Business School), course: MA Marketing, language: English, abstract: British Petroleum is an international energy provider with a large degree of focus on both upstream and downstream oil

assets and operations as well as continued diversification into alternative energy sources. It has a market capitalization of 117,929 million as at the close of business 29th March 2010. The 'Beyond Petroleum' campaign stemmed from late nineties and early noughties merger (Amoco) and acquisition (the Atlantic Richfield Corporation and Burmah Castrol) activity. BP approached Ogilvy PR with a brief to "Position BP as a new type of global energy company that confronts such difficult issues as the conflict between energy and environmental needs and takes actions beyond what is expected of an oil company." (Ogilvy, 2010 & Leopard, 2010) This 'green-washing' campaign went on to win two PRWeek Campaign of the Year awards in 2001, however in the same breath it did draw public criticisms from environmentally focused organizations citing a cynicism within BP. 'Beyond Petroleum' was a campaign that had twofold objectives looking to both demonstrate that BP were an industry leader with a unique position as a green and socially conscious oil and gas company as well as uniting several recently acquired companies as well as existing employees under one unified banner."

Two strengths distinguish this textbook from others. One is its presentation of subjects in the contexts where they occur. Students see different perspectives on subjects and learn how complex and dynamic the mergers and acquisitions environment is. The other is its use of current events. Of its 72 case studies, 3/4 are new or have been updated. The implications of Dodd-Frank and US Supreme Court rulings affecting the Sarbanes-Oxley Act, among other regulatory changes, are developed to enhance teaching and learning experiences. Other improvements to the 6th edition have shortened and simplified chapters, increased the numbers and types of pedagogical supplements, and expanded the international appeal of examples. With a renewed focus on empirical and quantitative examples, the 6th edition continues to demonstrate how people work together on mergers and acquisitions and why the actions of specific individuals have far-reaching implications. Presents an integrated approach to the activities involved in mergers, acquisitions, business alliances, and corporate restructurings. All chapters have been revised, updated, and contain new content, and 14 include more extensive changes. Structural revisions make chapters more streamlined, shorter, and less complex. Case studies cover a dozen industries, and 75% are new or have been updated. All include discussion questions and answers. In April 2010, the world watched in alarm as BP's Macondo well suffered a fatal explosion and a catastrophic leak. Over the next three months, amid tense scenes of corporate and political finger-pointing, millions of barrels of crude oil dispersed across the Gulf of Mexico in what became one of the worst oil spills in history. But there is more to BP's story than this. Tom Bergin, an oil broker turned Reuters reporter, watched the 'two-pipeline company' of the early 1980s grow into a dynamic oil giant and PR machine by the turn of the twenty-first century. His unique access to key figures before, during and after the spill - including former CEO Tony Hayward - has enabled him to piece together this compelling

account of a corporation in crisis, and to examine how crucial decisions made during BP's remarkable turnaround paved the way for its darkest hour.

Microsoft Data Mining approaches data mining from the particular perspective of IT professionals using Microsoft data management technologies. The author explains the new data mining capabilities in Microsoft's SQL Server 2000 database, Commerce Server, and other products, details the Microsoft OLE DB for Data Mining standard, and gives readers best practices for using all of them. The book bridges the previously specialized field of data mining with the new technologies and methods that are quickly making it an important mainstream tool for companies of all sizes. Data mining refers to a set of technologies and techniques by which IT professionals search large databases of information (such as those contained by SQL Server) for patterns and trends. Traditionally important in finance, telecommunication, and other information-intensive fields, data mining increasingly helps companies better understand and serve their customers by revealing buying patterns and related interests. It is becoming a foundation for e-commerce and knowledge management. Unique book on a hot data management topic Part of Digital Press's SQL Server and data mining clusters Author is an expert on both traditional and Microsoft data mining technologies

The story of how a chain of failures, missteps, and bad decisions led to America's biggest environmental disaster. On April 20, 2010, the gigantic drilling rig Deepwater Horizon blew up in the Gulf of Mexico, killing eleven crew members and causing a massive eruption of oil from BP's Macondo well. For months, oil gushed into the Gulf, spreading death and destruction. Americans watched real-time video of the huge column of oil and gas spewing from the obviously failed "blowout preventer." What was missing, though, was the larger story of this disaster. In *Blowout in the Gulf*, energy experts William Freudenburg and Robert Gramling explain both the disaster and the decisions that led up to it. *Blowout in the Gulf* weaves a fascinating narrative of failures, missteps, and bad decisions, explaining why this oil spill was a disaster waiting to happen—and how making better energy choices will help prevent others like it.

Global Outsourcing Strategies is a state-of-the-art guide to the best lessons to be learned for successfully implementing and outsourcing projects. The 22 chapters provide information on the different facets of the outsourcing process, such as contract negotiation, the risks involved in outsourcing, the need for service level agreements, the critical requirements needed to build and sustain outsourcing relationships, and ethical supply chain issues. There are also sections exploring the impact of outsourcing on organizational structures; the long term effects; legal issues; management control and inter-firm relationships; as well as case studies from both the public and private sector on the practical side of outsourcing. The book will appeal to practitioners and researchers alike.

An innovative text that aims to deepen students' knowledge of business ethics through a multidisciplinary approach grounded in moral philosophy, management principles, business history, and economics. The text aims to help students make ethical decisions, demonstrate integrity in the workplace, and advocate for moral business practices. It also features content on further trends and topics that will help students build a deeper understanding of business ethics: A section on Personal Integrity in the workplace, unpacks ethical dilemmas that face employees in the workplace including conflicts of interest, cheating, whistle blowing, and bribery. A section on Corporate Values and Responsibilities delves into ethical issues related to the financial industry, competition, safety, privacy, and intellectual property. A section on Global Capitalism examines the ethical issues related to culture, justice, the internet, and environmental issues around the world. All content is supported by 40 contemporary case studies that allow students to grapple with a wide range of moral issues and apply ethical frameworks

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to a variety of situations at real-world organizations, including GlaxoSmithKline (GSK) in China, Firestone in Liberia, and the Apple Encryption Controversy. The book is complemented by online resources for instructors and students, including: Test Bank, PowerPoint slides, an Instructor's Manual with extensive case notes, Exercises and Activities, Multimedia resources, Quizzes, Flashcards, and SAGE Journal Articles. Suitable reading for undergraduate students on Business Ethics courses.

The history of the European oil and gas industry reflects local as well as global political events, economic constraints and the personal endeavours of individual petroleum geoscientists as much as it does the development of technologies and the underlying geology of the region. The first commercial oil wells in Europe were drilled in Poland in 1853, Romania in 1857, Germany in 1859 and Italy in 1860. The 23 papers in this volume focus on the history and heritage of the oil and gas industry in the key European oil-producing countries from the earliest onshore drilling to its development into the modern industry that we know today. The contributors chronicle the main events and some of the major players that shaped the industry in Europe. The volume also marks several important anniversaries, including 150 years of oil exploration in Poland and Romania, the centenary of the drilling of the first oil well in the UK and 50 years of oil production from onshore Spain.

This book provides in-depth insights into the practices that lead to success in global sourcing. Written by internationally acclaimed academics, it covers best practices on IT outsourcing, offshoring, business process outsourcing and netsourcing. This book is a must read for any practitioner, academic or student concerned with global sourcing.

This edited volume brings together finance industry perspectives from top global institutions, which focus on the bottom line for integrating ESG factors into the operations of the finance industry. Executives and senior practitioners answer the question: 'does following sustainable finance principles make commercial sense for a commercially-oriented financial institution, and if so, what evidence is there?'

Each day talent is becoming harder to find, harder to nurture, easier to lose, and easier to waste. Organizations that neglect to manage and grow their talent are certain to suffer a cumulative loss of performance. Some will not survive. The Talent Powered Organization shows how businesses and organizations must treat talent as a strategic issue so that all their operations are focused on growing the workforce talent on which they depend. It shows them how to change their shapes and attitudes and methods to engage their workforces productively. It demonstrates the new power of technology to provide continuous learning and performance improvement.

This 1989 book examines the experience of British business in Asia since 1860, with primary focus on the impact of British commerce in the region. Following an introduction by the editors, there are essays by leading specialist historians on British businesses in Iran, India, Thailand, Malaysia, China, Russian Asia and Japan.

Social Media Marketing: A Strategic Approach promises to be the seminal textbook in the field with its distinctive conceptual foundation and practical approach to developing successful social media marketing plans. A proven eight-step social media planning model provides students with a cumulative learning experience, showing them how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. Students

are taught rules of engagement and social media ethics for behaving properly as marketers on the social web. With these guidelines in mind, the most productive marketing tactics for each type of major social media platform are examined in depth. These platform-specific tactics, along with all the proceeding material in the book, are brought together in the final chapter to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan. Extensive consideration is given to monitoring, evaluating, and tuning the implementation of social media marketing initiatives. In addition, students are introduced to the most useful quantitative and qualitative social media measurements, along with various ways to estimate an organization's return on investment in social media marketing activities. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The story of the worst environmental disaster in American history and its enduring consequences BP Blowout is the first comprehensive account of the legal, economic, and environmental consequences of the disaster that resulted from the April 2010 blowout at a BP well in the Gulf of Mexico. The accident, which destroyed the Deepwater Horizon oil rig, killed 11 people. The ensuing oil discharge—the largest ever in U.S. waters—polluted much of the Gulf for months, wreaking havoc on its inhabitants and the environment. A management professor and former award-winning Justice Department lawyer responsible for enforcing environmental laws, Daniel Jacobs tells the story that neither BP nor the federal government wants heard: how the company and the government fell short, both in terms of preventing and responding to the disaster. Critical details about the cause and aftermath of the disaster have emerged through court proceedings and with time. The key finding of the federal judge who presided over the civil litigation was that the blowout resulted from BP's gross negligence. BP has paid tens of billions of dollars to settle claims and lawsuits. The company also has pled guilty to manslaughter in a separate criminal case, but no one responsible for the tragedy is going to prison. BP Blowout provides new and disturbing details in a definitive narrative that takes the reader inside BP, the White House, Congress and the courthouse. This is an important book for readers interested in the environment, sustainability, public policy, leadership, and risk management.

The modern era of business has prompted an increased focus on the consumer and the responsibility of corporations to consider their ethical and social obligations to their customers. The rise of the consumerist movement has encouraged further research and development on the topic of consumerism, enabling business to succeed in a consumer-driven market. Handbook of Research on Consumerism in Business and Marketing: Concepts and Practices features research on diverse topics on consumerism in the global marketplace, focusing on the ways in which businesses can improve their relationships with customers as well as analyze and influence purchasing behavior. As a comprehensive reference source on topics pertaining to consumer management, identity, and behavior, this publication is intended for use by marketing professionals, business managers, students, and academicians. The daily process of public service provision and administration is filled with value judgments and value trade-offs, and the safeguarding of just and fair processes is key to the public's trust in governing institutions. In crises, public decision-makers face complex ethical judgments under great uncertainty, timepressure, and heightened public scrutiny. A lack of attention to the ethical

dimensions of crises has lead decision-makers to long-shadow crises that never reach closure. Furthermore, crises triggered by unethical conduct by public officials steadily feed people's cynicism about politicians and bureaucracy. The fact that decision-makers often are judged on how they dealt with ethical issues in crises further underlines the importance of this topic. Little scholarly attention had been paid to how ethics play into and are dealt with in situations when they matters most – in crises. In order to improve government performance we need to analyze the ethical dilemmas and normative challenges that face practitioners in crises. This book meets this challenge by presenting a public policy framework for analyzing the ethical dilemmas in crises and introduces ten empirical chapters written by prominent public administration and crisis management scholars. The cases reviewed include Abu Ghraib, the 9/11 Commission, the 2008 Financial Crisis and the Memorial Hospital Tragedy during Hurricane Katrina. Building off the empirical focus on inherent ethical challenges in crises and actor ethics in evaluation and judgment, the concluding chapter outlines important lessons about criteria for crisis decision-making and strategies, the poisoned apple of bureaucratic discretion, and the nature of post-crisis evaluations. The book is geared toward students, scholars, and practitioners concerned with public management, public sector ethics, public policy, crisis management, and the implication of these factors on business and corporate crisis management.

Knowledge management (KM) is probably the first major management trend to identify information and its management as a crucial element in the success of an organization. In order for information professionals to participate fully in KM initiatives, or to be able to take advantage of the concept to improve the effective application of their skills, both the professionals and management need a good understanding of the KM approach and the information related roles within that framework. This book focuses on the potential role of the information professional in the KM environment and, using plenty of case studies, considers: the knowledge context - creating knowledge based environments in a range of sectors powering information: the role of information skills in KM. Readership: This book will make topical reading not only for those seeking career development through KM but for all information professionals wondering exactly what it is and how it will affect their work. LIS graduates and postgraduates will also be potential readers. Published in association with TFPL Ltd TFPL Ltd have been researching KM since 1996 and have monitored developments in Europe and the USA. They have recently completed an international research project looking at the skills required for the successful implementation of knowledge management.

Drawing on the innovative concept of Organizational IQ and a study of companies in seventeen countries, *Survival of the Smartest* charts a course for managers to follow into the twenty first century. At the heart of the book is the authors' assessment tool of an organization's future health, which they call Organizational IQ. It measures a company's ability to quickly process information and make effective decisions. As industry clockspeeds accelerate everywhere, a high IQ has become a prerequisite for survival. Low IQ companies that the authors studied, on the other hand, have already vanished. Case studies from Hewlett-Packard, British Petroleum, Sun Microsystems and Chrysler, among others, illustrate how companies can improve their Organizational IQ. How did Hewlett-Packard become the dominant player in printing? How did British Petroleum transform itself from a stodgy behemoth into

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the most agile and competitive player in the oil industry? How did Chrysler rise from the brink of bankruptcy to become the auto industry's prized asset? In these companies, technology by itself only played a secondary role: to be successful, the entire organization had to become smarter. The authors show how key strategic decisions turned around these companies' Organizational IQ-and with it, their fortunes. A detailed company case study takes you in slow motion through the different steps you can take to improve the IQ of your own organization. Survival of the Smartest offers a rare blend of a coherent framework, in-depth company case studies, a sound research base, and a detailed, step-by-step implementation example. Based on a landmark study of 164 organizations worldwide, conducted as part of a partnership between Stanford University, McKinsey & Company and the University of Augsburg, Organizational IQ is proving to be the acid test for the success or failure of companies around the world. Haim Mendelson, PhD, is the James Irwin Miller Professor of Information Systems at the Stanford Business School, leader of the Technology, Organizations, and Markets area at the Stanford Computer Industry Project, co-director of the Stanford Executive Program on Strategic Uses of Information Technology, and a consultant to leading high-tech firms and financial institutions. Johannes Ziegler, PhD, is the cofounder of Synesis Management Consulting. Synesis helps senior executives in leading high-tech companies, including Hewlett-Packard, Cisco, 3Com, and Intuit, to measure and improve their Organizational IQs. Before founding Synesis, Dr. Ziegler was a consultant with McKinsey & Company.

Essay from the year 2015 in the subject Business economics - Business Management, Corporate Governance, , language: English, abstract: This paper focuses on the social performance of organizations based on a case study of British petroleum (BP) company. This is one of the largest petroleum companies that deal with petroleum products. It deals with a variety of them that range from fuel, petrochemicals, energy and lubricants that are important in the contemporary society. It also deals with a variety of subcategories under these specific categories mentioned above. These subcategories are: Air Bp, BP Franchising, Gas/ fuel cards for businesses, BP Target neutral, Gas/ fuel cards, motor oil lubricants, Asphalt & bitumen, BP fuels, Gas/ Petrol stations, Gas/petrol station locator, gas power and energy, industrial lubricants, route planner, LPG for the home, liquefied natural gas, BP crudes, BP shipping, Marine fuels and lubricants, NGL, MSDS, and Petrochemicals .

A little more than 3 billion people have access to basic mobile telephony, with 48% living close to or below the poverty line. These people, the so-called 'mass market', lack access to basic communications technology. An ongoing issue facing communications providers is how to facilitate and promote communications access to those who live in rural areas of developing economies. The authors utilize their considerable 'hands on' experience of working in successful telecommunications companies in order to address the challenges of creating, facilitating and maintaining sustainable telecommunications growth in developing nations. With this focus in mind the authors present a snapshot of these countries through real life case studies. Sustainable Telecoms Growth in Developing Economies: Presents innovative and sustainable business models to address telecommunications adoption in developing countries. Identifies the inherent drivers and barriers in the mass-market adoption of mobile services in developing economies. Discusses the impact and importance of telecoms in developing nations including customer needs and Internet-based services. Highlights the current state of communications in such markets. Includes real-world case studies and interviews with telecoms CEOs from all over the world. The author team provides decision makers, professionals, and

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application developers in IT, telecommunications and media with a thorough understanding of the current state and future evolution of sustainable telecommunications in developing countries. The book will also be of interest to advanced students in electrical engineering and telecommunications, analysts, and consultants with an interest in growing economies.

International Human Resource Management offers a contemporary and multilayered introduction to international and comparative human resource management for university study. It critically analyses the core issues and emerging trends in the field, with a consistent emphasis on real-world scenarios and concerns. At the macro level, the book examines how IHRM fits within and adapts to the ever-changing environment of international relations and global development. At the firm level, it elucidates the strategic goals served by IHRM and the processes used to achieve them. At the individual level, the analysis extends beyond the traditional focus on expatriates to encompass the various IHRM actors and their motivations. Each chapter features a case study, tutorial activities and discussion questions. The book concludes with three extended case studies, each based on a specific region, to help students consolidate their understanding.

This book takes the position that the dynamic of the architectural environment is a key aspect of good design, yet one which is not well anticipated or understood. Environmental variety is a design characteristic closely related to our experience of architecture - an architecture of the senses. Each chapter demonstrates how an understanding of a particular context or environmental characteristic in dynamic terms informs design. The book is an antidote to the misconceptions of 'optimum' environmental performance or fixed criteria, instead embracing the richness of environmental variety.

Provides an examination of past and future e-learning approaches, and explores the implications of applying e-learning in practice. This work is useful for those involved in technology learning systems. It is of relevance to those involved in ICT and education modules, and e-learning courses.

Explores the process of globalization and the impact this has on international business organizations. The text presents a framework to analyse the economic, political, legal, financial, technological, socio-cultural and ecological environments, thereby outlining the factors which affect the everyday business of organizations.

Submitted Assignment from the year 2017 in the subject Business economics - Business Management, Corporate Governance, grade: A, , language: English, abstract: British Petroleum (BP) PLC is recognized as a biggest and leading petroleum company in the world whose headquarter is in London, United Kingdom. BP has operations in about 72 nations of the world, which generates approximately or equivalent to 3.3 million barrels of oil every day and operates almost 22,400 fuel service stations in the world. The revenues show that it is the third largest company in energy production and listed as the 5th world's largest company and is the 6th super dominant producer of oil and gas. This study analyses the external environment and the internal environment in which BP operates using significant strategic administration tools such as Porter's Five Forces. Based on this Analysis, the Core Competencies and Distinctive Capabilities of BP can be measured. The Business Level Strategies, Corporate and International Strategic prospects of BP are interpreted and appraised for their Suitability, Acceptability, and Probability.

Emerging economies arguably have different socio-fiscal dynamics compared to developed economies. On one side they have the need for corporate interventions in national development, on the other hand, they do not have enough research to support the agenda. In recent times there has been a conscious effort to legislate Corporate Social Responsibility (CSR) in some of these countries in order to bring about sustainable development. Yet, it is this legislation, which is debated among many others. This book provides its readers with a

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comprehensive interpretation of the various CSR perspectives in emerging economies through academic research and case studies from practice. It not only points out the challenges, the debates, but also the dynamics of implementation and the impact of such CSR spent. This book therefore is targeted both towards academics as well as practitioners in an attempt to bring about an active academic-industry interface as CSR as a management function is part of dynamic social science.

In this collection, more than 30 experts and scholars focus specifically on assessing enterprise-risk management (ERM) for increasing corporate value.

Survival of the Smartest Managing Information for Rapid Action and World-Class Performance John Wiley & Sons

The Second Edition of Case Studies in Organizational Communication: Ethical Perspectives and Practices, by Dr. Steve May, integrates ethical theory and practice to help strengthen readers' awareness, judgment, and action in organizations by exploring ethical dilemmas in a diverse range of well-known business cases.

Take a seat in the boardroom. What will you decide? Corporations make difficult decisions about the right thing to do every day, but as an organization made up of people with different perspectives and values, how can a business behave ethically? This is Business Ethics offers a dynamic and engaging introduction to the study of corporate morality. Offers real-world practical advice for navigating ethical dilemmas in business, developed and explained through illustrative high-profile case studies like the Ford Pinto case, Enron, Walmart and British Petroleum. Explores how ethical theory informs business policy and practice. Presents unresolved contemporary case studies for consideration, inviting readers to participate in the decision-making and offer their own recommendations. The latest in the This is Philosophy series, This is Business Ethics features supplemental online resources for instructors and students at www.thisisphilosophy.com.

This is the second edition of an introduction to all the financial and management accounting concepts and techniques required by the general business student.

Prentice Hall????????

The reputation of an organization influences whether or not we buy from, work for, supply to and invest in that organization. This fourth edition of Risk Issues and Crisis Management in Public Relations defines reputation, explores how to value it, and provides practical guidelines for effectively managing it. This latest edition features new sections on the effects of recent world events, Corporate Social Responsibility, climate change and sustainability, legal revisions and the use of the Internet in a crisis. Featuring new case studies on Oxfam & Starbucks, Sony, Dell, BP, and Wal-mart, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns.

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