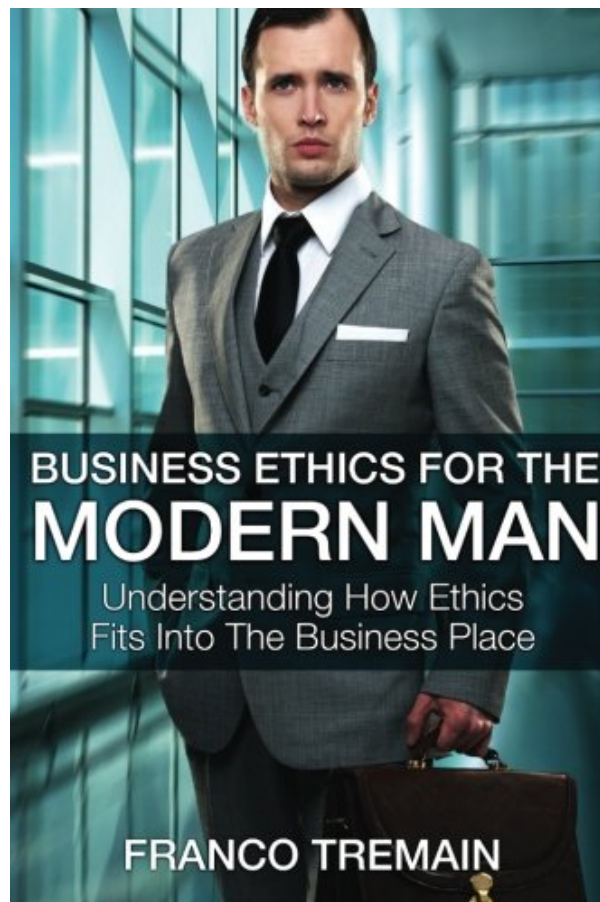
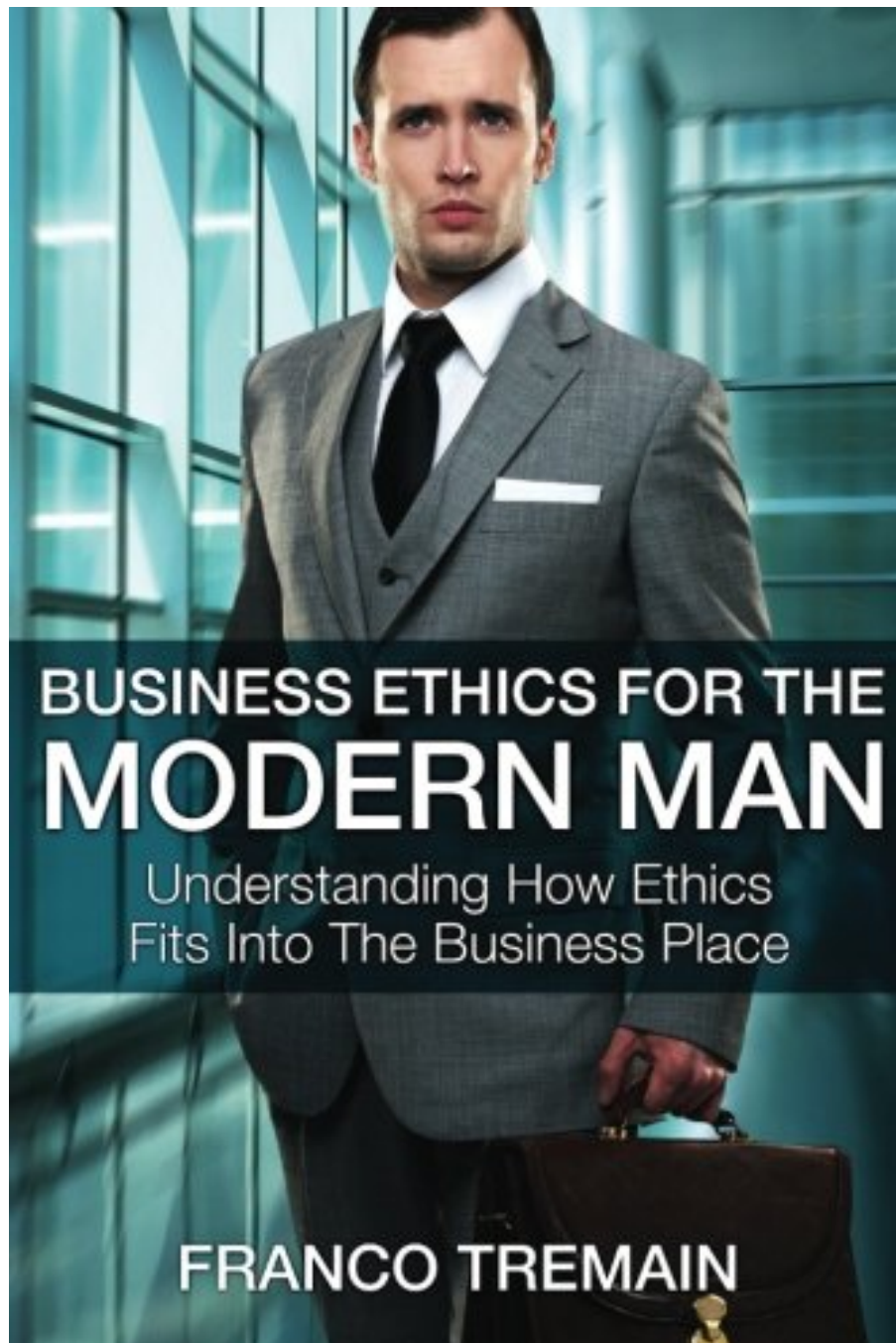


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“Business Ethics For The Modern Man” helps to give the layman an overview of exactly what practices a company should be following in addition to what is mandated by government laws. The running of a company, big or a small is no easy feat and if the company is not careful, it can lose a lot of business or even have to close based on its practices. What this book does is to highlight to the prospective business owner and also to the consumer at large, the practices that a well operated and ethical company should have. It also highlights the various difficulties that a company can have while trying to maintain these practices. The text is a great source of information for those who are studying business as well as it breaks down what the principles of business ethics are and gives great examples that can be applied to real world situations. About the Author: Franco Tremain is a small business owner and knows how difficult it can be to keep things above board by keeping in line with not only government laws but ethical laws as well. He has found that it is quite easy for a company to neglect ethical practices in a bid to advance financially. From his knowledge he has written a text as an informative guide to those who want to start a business, are trying to find a solution to make their business better or who simply want to learn about business practices. Franco is aware that many take the running of a business lightly and simply don’t want to bother learning all the rules that govern their type of business. These persons will fail in the long run and will probably get in legal trouble quite quickly. He outlines the advantages of running a company efficiently without compromising on ethical practices.

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Very informative book; I would recommend this to everyone that i work with. In short:it'll help you understand business practices a little bit better.

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