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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 Marketing and Creative Enterprise Scholar at the University of New Mexico.

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Student: 1. Principles are A. laws and regulations that guide behavior in the world of business. B. mores, values, and customs that guide behavior in general.

Chapter 1--The Importance of Business Ethics

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Ferrell, O C, John Fraedrich, and Linda

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Ferrell. Business Ethics: Ethical Decision Making and Cases : 2009 Update. Mason, OH: South-Western Cengage Learning, 2010. Print. Source document. Cite this essay. APA MLA Harvard Chicago ASA IEEE AMA. Business Ethics: Ethical Decision Making and Cases. (2015, Nov 11).

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Decisions that have to be made in

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