

THE ETHICS OF BUSINESS IN A GLOBAL ECONOMY

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Contents Introduction Cross-cultural ethical issues Cross-religion ethical issues Cross-racial ethical issues Conclusion INTRODUCTION International Business Ethics Business ethics emerged as a field in the 1970s but international business ethics did not emerge until the late 1990s. Many new practical issues arose out of the international context of business. Theoretical issues such as cultural relativity of ethical values receive more emphasis in this field.

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