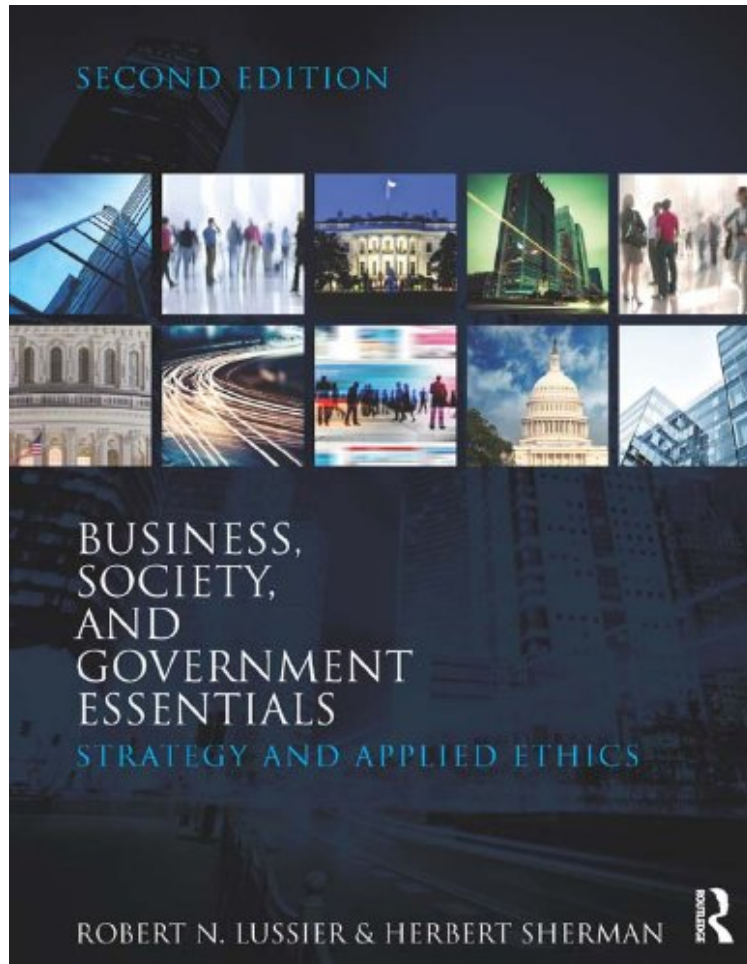


Business, Society, and Government Essentials: Strategy and Applied Ethics

Robert N. Lussier, Herbert Sherman
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Understanding the interrelationship of business, society and government is vital to working at any level in a company of any size. This text uses a case analysis approach to explore this interrelationship in today's high-tech global community. The authors crystallize the complex array of issues that business leaders, managers, and employees face in market and nonmarket environments, from balancing stakeholder interests and dealing with government regulations to

managing crises and making socially responsible and ethical decisions. Technical concepts come to life through a variety of cases and case questions, thought-provoking personal and professional applications, ethical dilemmas, and practical exercises. Furthermore, an appendix offers approaches to case analysis and includes a case analysis table that serves as a model for students and professors. With its thorough coverage of relevant issues and skill-building elements to stimulate critical thinking, this text will prepare students to understand and confront real-world business concerns.

About the Author Robert N. Lussier, professor of management at Springfield College, teaches business, government and society. He has a national and international reputation as the author of 350 publications, including a management, leadership, human relations, entrepreneurship, and small business management textbook. More than one million students globally have used Lussier books. Herbert Sherman, professor of management at the Brooklyn Campus, Long Island University, teaches courses in business strategy, business and society, and organizational behavior. He has published four books, several readers, over 30 cases, and has published numerous articles in strategic management, small business/entrepreneurship, and business ethics.