

Doing Business: Less by Rules More by Ethics

A Case Study on Ethics

Abstract

Doing Business: Less by Rules and More by Ethics is about an organization's struggle to keep up this basic human quality alive in its business dealings. Set in an environment of sinking moral standard, this case study talks about how some of the key visionaries of an organization could make Ethics relatable and doable and transform the people's perception towards ethical business standards. This is based on actual events which have taken place at a large PSB, however, characters and incidents have been fictionalized for the purpose of this case study.

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