

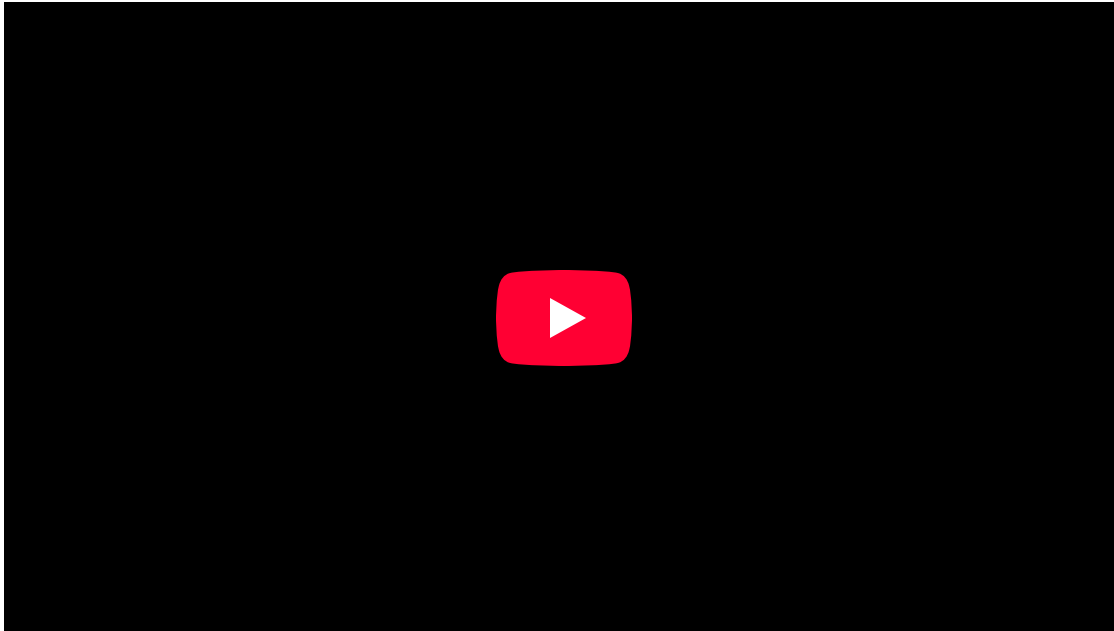
## 5.2: The Importance of Business Ethics

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### Why is Ethics Important in Business?

Ethics is a term that we hear a lot about. We know it is important to act ethically in our personal lives, but why is it so important in business?

Watch the following 8:01 video, which provides a good introduction to many of the important concepts concerning ethics in business:



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