

## CHAPTER OVERVIEW

### 4: Business Ethics - The Power of Doing the Right Thing

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[4.2: Business Ethics - Guiding Principles in Selling and in Life](#)

[4.3: Policies, Practices, and Cultures](#)

[4.4: Selling U - Selling Your Personal Brand Ethically—Résumés and References](#)

[4.5: Review and Practice](#)

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