

4.1: Introduction to Business Ethics

Business Ethics: The Power of Doing the Right Thing

Video Ride-Along with Paul Blake, Vice President of Sales at Greater Media Philadelphia

You met Paul Blake in Chapter 2. With over twenty years of experience in selling, Paul has been in challenging situations when his ethics were at stake. He knows the importance of doing the right thing, even when it's not the easy thing to do. Because your ethics may be put to the test at any time by your co-workers, customers, or even your boss, Paul shares his thoughts on ethics in selling.

Ride along with Paul as he discusses doing the right thing.



Figure 4.1.1: Copy and Paste Caption here. (Copyright; author via source)

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