

## 13.13: Introduction to Influences on Ethical Choices

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### What you'll learn to do: describe the influences on an employee's ethical choices

After the law is satisfied, issues of ethics become more difficult to judge. The first question is the importance or ethical intensity of the issue. People of good conscience will differ on the importance of an issue. Next, several principles may guide a decision. Again, people may disagree on which principle is key. A manager will need to consider the company's stakeholders, the company's values, and his or her own values to make a decision.

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