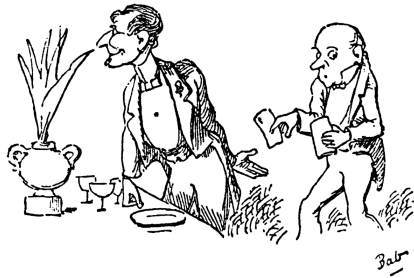


## 15.5: Introduction to Ethical Challenges

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What you'll learn to do: identify common ethical challenges faced by organizations



In a perfect world, it's always clear what's right or wrong. In the real world, things are often not so clear. Someone's wrong can be your right, which means your right will definitely, at some point, be someone else's wrong. Most of the time, the "right" choice is subjective. In business, many of these ethical challenges appear in the form of bribes, conflicts of interest, issues of honesty and integrity, and whistle-blowing.

In this section you'll learn some of the special terms for particular kinds of unethical behavior in business.

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