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The Ethical COMPASS

B D Singh



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Sales Office: 81, Shyamlal Marg, Daryaganj, Delhi-110002
Bangalore Office: No.10, 1st Floor, Kalidasa Marg,
Gandhi Nagar, Bangalore-560009

+91-8130438484

info@excelbooks.com/projects@excelbooks.com
internationalalliance@excelbooks.com

www.excelbooks.com



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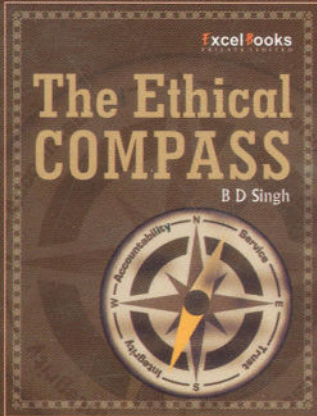
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The Ethical COMPASS

We live in an age of exponential changes and there has been unprecedented progress and prosperity. The age has also witness regular discontinuity, uncertainties, contradictions, confusing baffling ones. The rationalism, consumerism and individualism is at the top of our thinking. At the same time there has been rapid degradation of values which has reached a critical stage and is seen in wide spread corruption, crime, violence, destruction, intolerance and general vulgarity all around. Amidst plenty of affluence there is wide spread despondence, despair, dissatisfaction and disillusionment discomfort. Instead of "Simple living and High Thinking" we have gone for "Complex living and low thinking"-instant solution/success of anything, anytime, anywhere and at any cost.

The question arises is their not something missing? We have no time pause and think but if one tries the answer, it is not far to seek. It is within us. There is absence of moral and ethical value in our life. There has been crisis in our character. And value best behavior.

The salient features of the book:

- It deals with journey of value and ethics through ages.
- Detailed theoretical and conceptual base of value and ethics
- Practical application of Values and ethics in our personal, professional, and business lives
- Role of ethics in running business
- CSR and sustainability and role of Ethics
- Managerial functions and importance of Ethics
- Important topics pertaining to ethics like servant leadership, Managing Mind to regulate Behavior and from job skills to life skills etc.

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