

# Ethics

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## LAP Modules



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**Keep It Real—In Sales (Selling Ethics)**  
As a salesperson, would you disclose a product's negative characteristics? Your response reveals your selling ethics, the principles that guide your sales behavior. ©2007. Recommended: HS/PS.

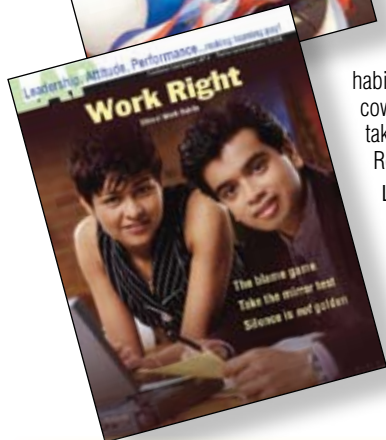
LAP-SE-129C-SP-4...\$43.95  
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*Additional copies of student LAP (20)*  
LAP-SE-129K-SP-4...\$25.95 (Member: \$21.95)

**Keep It Real—In Sales (PowerPoint)**  
PSW-SE-129-4...\$49.95 (Member: \$35.95)

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Learn the importance of developing ethical work habits. Discover how unethical behavior affects you, your coworkers, and the business. Find out what steps you can take to behave ethically on the job. ©2007. Recommended: MS/HS.

LAP-EI-004C-PQ-4...\$43.95  
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LAP-EI-004K-PQ-4...\$25.95 (Member: \$21.95)

**Work Right (PowerPoint)**  
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## Quick Study LAP

### Do the Right Thing

From our Lead series. See description of Quick Study LAPs at [www.MBAResearch.org](http://www.MBAResearch.org).

LAP-QS-008C-4...\$25.00 (Member: \$20.00) (complete)

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LAP-QS-008K-4...\$16.95 (Member: \$14.95)



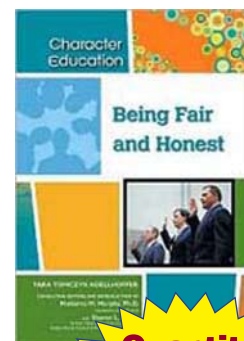
## Reference Books (Continued)

### Character Education: Being Fair and Honest

Some experts argue that modern people have become morally lazy and that recent school shootings can be traced back to a lack of character education. Being Fair and Honest examines the importance of justice and honesty when creating a society that treats people well and provides them with the opportunities they need to succeed. ©2009. Length: 128.

Recommended: MS/HS

RB-09-117-4...\$35.00 (Member: \$33.25)



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## PowerPoints by CEV

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### E-Ethics

The do's and don'ts of electronic media and the Internet. Students will understand the laws related to Internet crime and how to report it. Also, security measures they can take to prevent Internet crime. ©2009. Length: 43. Recommended: HS

PPT-09-093-4...\$69.00 (Member: \$65.55)

### Ethical Practices in Business Finance

The importance of ethics in the workplace, especially when it comes to the financial aspect of a business. How to implement an effective code of ethics in an organization. Issues surrounding ethical financial issues and how to avoid them. ©2009. Length: 38. Recommended: HS

PPT-09-089-4...\$59.00 (Member: \$56.05)

### Web Ethics and E-Issues

Guidelines for relaying and presenting information that is appropriate over the Web. Copyright issues are a widely discussed topic, especially related to students and businesses. ©2009. Length: 50. Recommended: HS

PPT-09-096-4...\$69.00 (Member: \$65.55)

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## Reference Books



### Revised! Career Skills Library:

#### Professional Ethics and Etiquette; 3rd Ed.

[Hardcover] Demonstrates how a professional is characterized not only by his or her technical skills, but also by the way in which he or she interacts with others. This revised edition shows students how to determine different personality types (including their own) and how cultivating qualities such as fairness, attentiveness, modesty, and mutual respect in communication leads to productive and professional relationships. ©2009. Length: 176.

Recommended: MS/HS

RB-09-034-4...\$25.95 (Member: \$24.65)

