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- Ethics applies to all human activities. - Business cannot survive without ethics. - Ethics is consistent with profit seeking. - Customers, employees, and people in general care about ethics. - Studies suggest ethics does not detract from profits and seems to contribute to profits.

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Business ethics refer to a set of professional or applied ethics that review or study ethical or moral principles and ethical or moral problems that appear in any business environment. Issues regarding business ethics arise when there is a conflict between profit maximizing and the concept of social and legal responsibilities of the business.

## **Basic concept of Business Ethics**

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