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Business ethics is a two-part notion. Part 1 defines business—the combination of stakeholders organized to seek some objective. Part 2 adds in ethics—the set of

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moral principles that guide decisions about what is good for individuals and their society.

Business ethics, Phillips argues, gains legitimacy through furthering norms of reciprocity, or two-way fairness.

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Unfortunately, company managers must choose between stakeholders, whose interests do not always coincide.

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Stakeholders and Ethical Dilemmas
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companies adhered to the purpose of making profit, legally.

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Organizations often create an ethical or an unethical corporate culture depending on their leadership and the commitment to the values of stakeholder relationships. Strategic approach

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to improve organizational ethics depends on establishing, communicating, and monitoring ethical values and legal requirements of organizational history, culture, and environment.

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