



# The Good, the Bad, and Your Business: Choosing Right When Ethical Dilemmas Pull You Apart

*Jeffrey L. Seglin*

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Is it possible to be good and be good for business? New York Times syndicated columnist shows that making responsible business decisions requires the ability to examine their impact from three important aspects: money, people and the common good. Seglin helps managers navigate the grey area that constitutes the majority of business decisions.

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