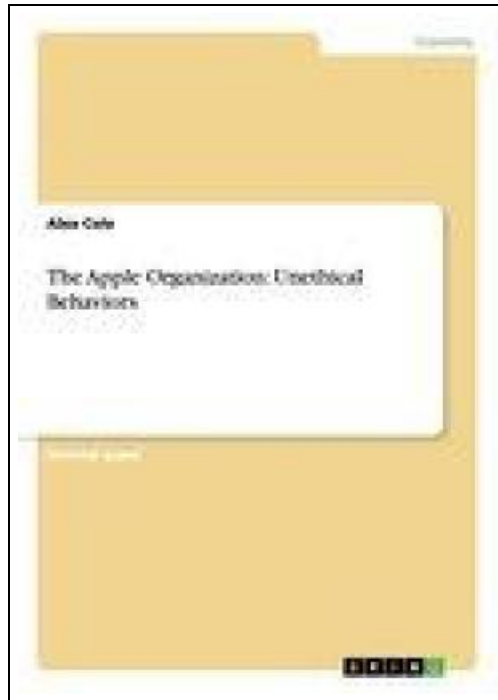


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Reviews

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(Coleman Kreiger)

THE APPLE ORGANIZATION: UNETHICAL BEHAVIORS



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GRIN Verlag Jun 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2012 in the subject Business economics - Business Ethics, Corporate Ethics, grade: B, The University of Liverpool, language: English, abstract: Apple Company is one of the world's most renowned companies for its quality products such as the electronics which include the computers and the iPhones. The company is also renowned worldwide for its innovations associated with the innovations linked to their products. Additionally, this company's reputable status is associated with its ability to have provided thousands of people with job opportunities hence, a source of living to these individuals. Therefore, for this company to operate successfully in the highly competitive global market, it must produce their products in line with the consideration of the ethical principles so as to safeguard the security of the populations and the environment at large (Svara, 2007). Apple organization like any other business organization is required by the law to function according to the stipulated ethics so as to respond effectively to both internal and external triggers of change. These ethics are important in an organization since it expresses the values an organization has to its workers and to the general public. The elements which have contributed to this organizations excellent performance in the competitive market include respect for the clients, honesty and trust among other ethics. These ethics have contributed to Apple's organization overall performance through influencing its employees ways of thinking, building trust within the organization and their customers and developing goal oriented culture in the organization hence, its excellent performance in the electronics market (Ferrell et al. 2008). Upholding of the labor and human rights to promote dignity are some of the ethical principles...

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