

CENTER *for* ETHICAL BUSINESS

The Center for Ethical Business
MISSION STATEMENT

by **MARK BAO**
FOUNDER

*ethical business &
social responsibility
have been back-burner
concerns for too long.*

THE CENTER FOR ETHICAL BUSINESS AIMS TO
PROMOTE AND ADVOCATE FOR THE CONCEPT OF

good business

WE FEEL THAT THERE CAN BE A MOVEMENT TOWARDS BUSINESS
ETHICALITY BECOMING AN IMPORTANT CONCERN. IT STARTS WITH
THE BUSINESS AND CONTINUES WITH THE CONSUMER. INDEED, OUR
MISSION IS TO EDUCATE, INFORM, AND ADVOCATE GOOD BUSINESS
TO BOTH BUSINESSES AND CONSUMERS. WE WANT TO APPROACH AN
ENTIRELY NEW LOOK AT BUSINESS AND HOW IT'S CONDUCTED.

WE FOCUS ON THREE TOPICS.



BUSINESS ETHICS

SOCIAL RESPONSIBILITY

LABOR ETHICS

INDEED, THESE THREE ARE CLOSELY RELATED.

promoting Good Business through:

CASE STUDIES ON ETHICAL BUSINESS SITUATIONS
LITERATURE FOR READING ON ETHICALITY
NEWS ON BUSINESS ETHICALITY AND GOOD BUSINESS
SPONSORS AND PROPONENTS OF GOOD BUSINESS