



# Integrity in Business: Developing Ethical Behavior Across Cultures and Jurisdictions

*Frank, Mr Holder*

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Business integrity is rarely a matter of straight-forward rules. As the nature and geography of business transactions become more complex, managers are required to make judgements and to tackle new ethical dilemmas that are often local and situational.

Integrity in Business explores the complex nature of integrity and business and illustrates how organizations have avoided major setbacks to their reputations and value by encouraging integrity. It also examines those organizations that have failed or experienced serious reputational damage due to lack of preparation, lack of transparency and lack of leadership.

Frank Holder analyzes how transparency and integrity depend on a state of balance in competition and knowing who you are doing business with. He explains the significance of leadership awareness which, whilst now global, is alert to the need to establish integrity in local markets.

Using his research from a review of significant fraud cases, legislative mandates and governmental and nongovernmental initiatives over the past 15 years, the author provides a rigorous and sophisticated guide to understanding and adopting an holistic business integrity strategy- one which has a realistic chance of protecting your organization from the kind of catastrophic loss or reputational damage that can easily be the result of an error of judgement in a world that is increasingly connected and driven by instant and social media.

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