

# ***THEME – INTEGRITY***

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**ETHICS IS THE TRUE POWER FOREVER.**

**THIS IS PROVED AND JUSTIFIED TODAY, TOMORROW AND FOREVER.**

***ETHICS ALONE AFFIRMS TRUE POWERFUL INTEGRITY FOREVER.***

ETHICS ALONE SUSTAINS

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ETHICS SUSTAINS.

**ETHICS ALONE PREVAILS EVERYWHERE.**

# UNDERSTANDING ETHICS AND ITS IMPLEMENTATION:

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- ***TO UNDERSTAND ETHICS AND ITS ROLE IN BRINGING BACK THE INTEGRITY, I WILL TRY TO EXPLAIN DIFFERENT IDEAS THAT WILL IMPACT INTEGRITY IN BUSINESS.***

# ETHICS MUST BE THE LIFE BREATH.

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- There is always a choice to do ethical business or unethical business. It must be very clear to all that ethics alone sustains long time.
- Hence more and more importance must be given to implement ethics for greater integrity and sustainability.

# LONG TERM WINNING.

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- Winning quick money through any means must not be the goal instead every company must be driven by directors who guide the company and business in ethically secure direction.
- Long term winning in business is only measured with the ethics the company has implemented in every profit it makes.

# Ethics and employees.

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- Ethics is implemented in business through rules and laws in company. But, it is lived by employees in everyday.
- So, employees must be guided better how to sustain ethics in everyday actions.
- Ethical correction of mistakes of employees must be achieved by constant support and understanding.

# ETHICS IN COMPANY

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- Every business has laws –of how to make profits in every detail.
- Every laws in business must aim in uplifting the ethics in the laws made ,because that alone assures company financial security and progress and sustainability.

# ETHICAL DILEMMAS.

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- Ethical dilemmas in company or business cannot be ignored.
- In every day business there will be many ethical dilemmas, but solution must always must be searched and affirmed in ethical direction .
- Ethical dilemmas are solved by ethics alone.

# TRUE ETHICAL SOLUTIONS.

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- Every ethical dilemmas are truly solved by enquiring in the ethical way alone.
- Integrity and respect in business and within the company can be achieved best by understanding ethical problems and finding new ways to keep the hope of ethical victory alive forever.

# WHO RULES ETHICS?

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- Surely in any business the lawmakers rules the important role in ruling how the company earns profits.
- But, every laws must be evaluated and discussed to reassure profits without compromising ethics.
- Employees must be given the opportunity to question any laws if its unethical.

# GOD IN ETHICS.

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- WHERE THERE IS ETHICS, THERE IS GOD.
- It can be reassured by evaluating ethics in company in everyday deals and work.
- It can assured by implementing ethics and guarding the company from all unethical ways of making profits.

# WHERE IS ETHICS? IN SKY? OR IN HEAVEN??

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- Ethics is not in the sky ,not in the heaven

It is in everyday fight to sustain ethics and correcting unethical actions.

It is not easy to implement ethics .Its a war because people have different intentions. But hope is in only and only in the direction of ethics.

# ETHICS REASSURES INTEGRITY.

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- People come more closer where there is ethical winning of profits.
- People go far away where there is unethical business.
- People love ethical winning of profits.
- Every nations will come closer in understanding the business where there is ethical winning.

# LESSONS LEARNED HARD WAY.

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- When one business falls, people loose money, jobs then the lesson is learnt by the company.
- Profits without ethics earned fails. The tragedy of unethical business is it makes many loose there livelihood.. So lessons learnt are never enough.

# ONE STEP IN ETHICAL BUSINESS.

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- One step in ethical business will reassure long-term security of money and lives of people.
- One step in ethical business reassures security in the mind of people and encourages them to move ahead with surety in mind.

# THOUSAND STEPS IN UNETHICAL BUSINESS.

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- When a company or business moves with thousand steps ahead with unethical business ,it reassures its fall, because unethical business never sustains for long time.
- There will be sure day when the company falls and then company goes back all its thousand steps back and restart ethical business again.

# WHAT IS C.E.O's DUTY IN GUARDING ETHICS?

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- C.E.O's must evaluate the ethics implemented in the company ,and make sure ethical problems are resolved .
- C.E.O's must give employees the opportunity proper freedom to talk about the ethical problems in the company .This act creates more integrity in company and also helps to see some problems which are left unseen in company.

# WHICH BUSINESS LACKS ETHICS?

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- Every business have some ethics, whether it's a big company or small company .Those ethics decides how much the company sustains.
- It's totally up to the persons who run the company to decide whether to move in the direction of ethical or not.
- Ethical direction alone gives sustainability in every business .This alone creates integrity.

# WHO MAKES ETHICS WIN?

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- Every people who work in the company or the business contribute to the winning of the ethics.
- In a business or company, the people in every stage contribute in some way to the winning of the ethics.

# WHY ETHICS FAIL?

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- When the law makers give more importance to the profits and less to ethics, then it leads to failure of ethics.
- This destroys the integrity in the company or the business.

# NEED OF ETHICAL LAWYERS

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- There is great need for ethical lawyers always in business who understand the complexities of the business and guide companies and lawmakers in building profits in ethical way.

# WHY BUSINESS SCHOLARS ARE REQUIRED ?

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- No matter how much the business grows, there is always need for true business scholars who would understand the true meaning of business and how ethics has to be implemented so that integrity in the business is achieved.
- Seminars, discussions and studies in the business will help more in solving problems and challenges in business.

# WHICH COMPANY WILL WIN MORE BUSINESS INTEGRITY?

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- The country which implement more ethics will surely achieve more integrity .
- There is always hope for every country and business to win more integrity in their business.
- Every country can win more integrity by focusing on the path of building their business based on ethical way.

# WHO GIVES HIGHEST REWARD FOR ETHICS IN BUSINESS??

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- The profits earned by the business built on ethical integrity will surely get the reward which will last long.
- Reward is earned by ones own action.

# WHY ETHICS GIVES UNSEEN HIGHEST REWARD FOREVER?

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- Ethics gives the unseen reward in every business all the time.
- The most important reward is the good level of integrity will be achieved.