

The Future of Corporate Ethics : You Can Run but You Cannot Hide.

Dr. Elsa Satkunasingam

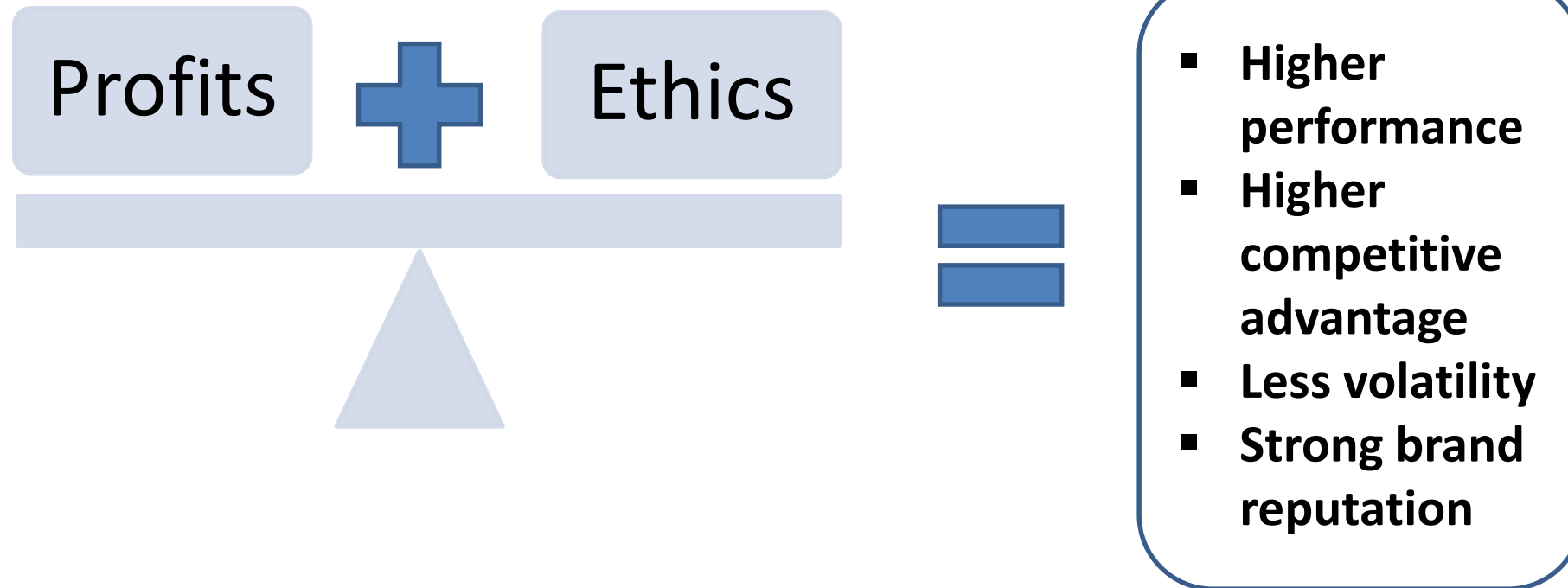


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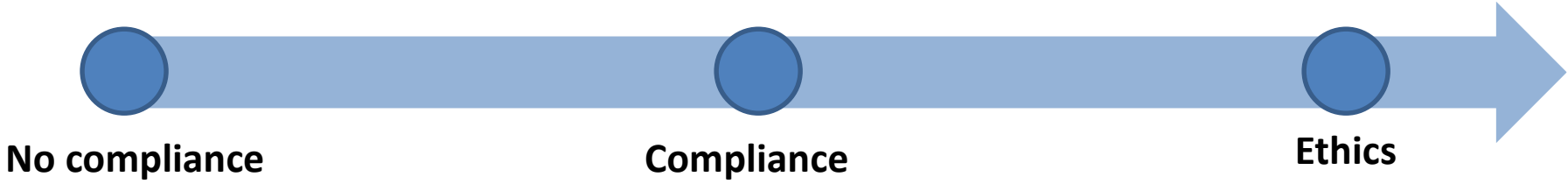
“ Maximising shareholder profits is the only legitimate goal of a corporation”.

Milton Friedman

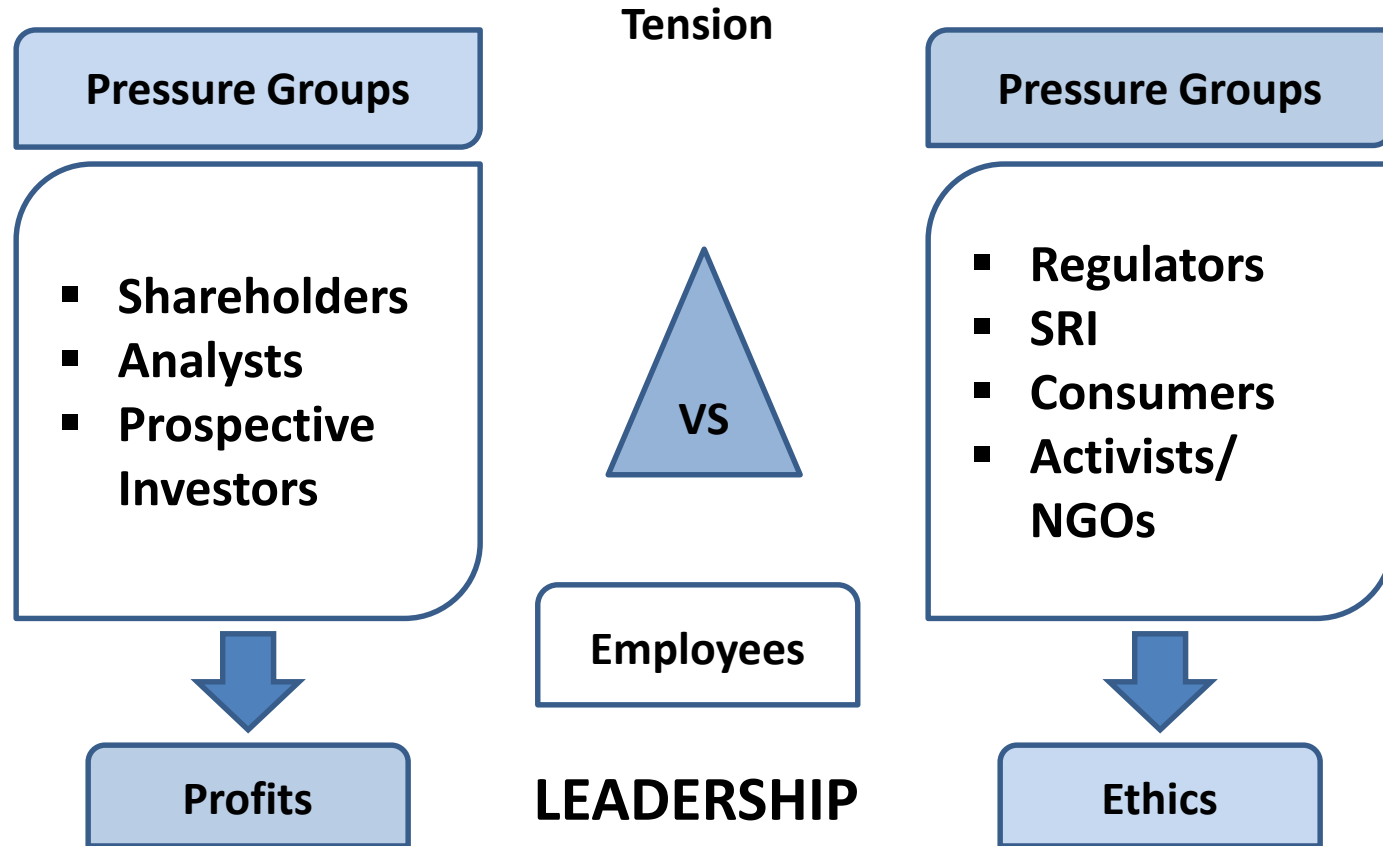
Advantages of ethical business



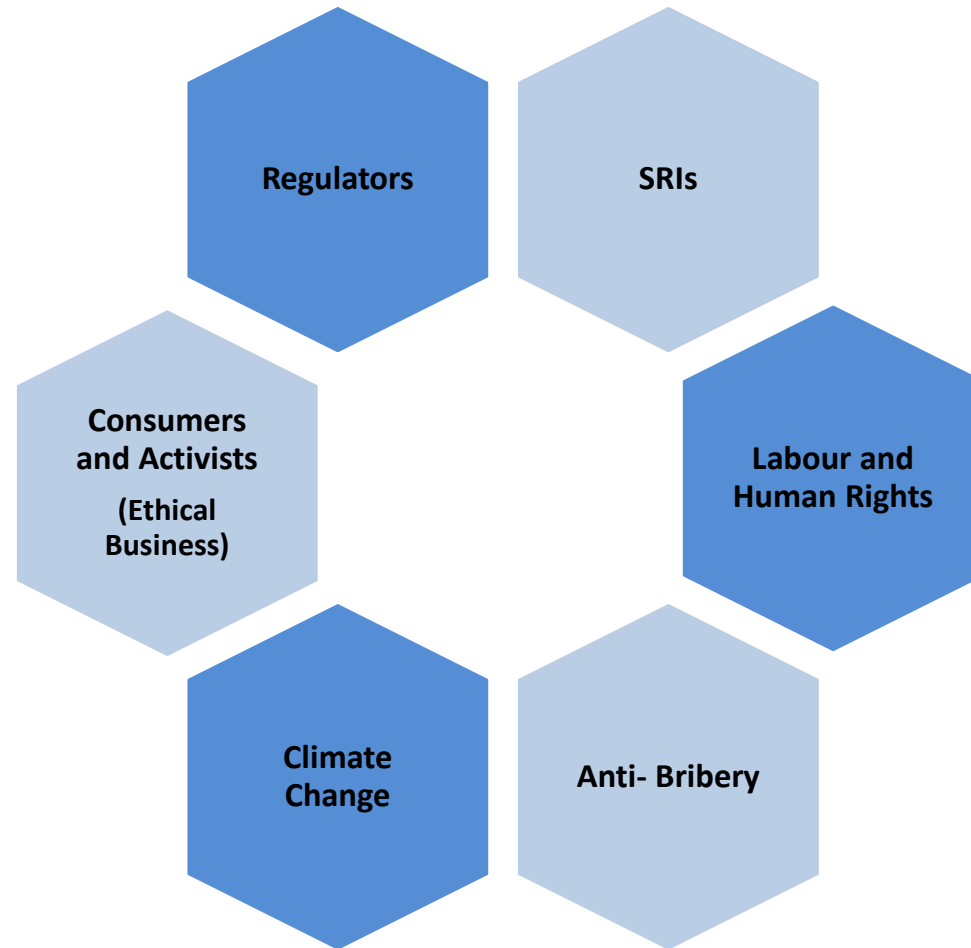
Ethics represents values of the corporation



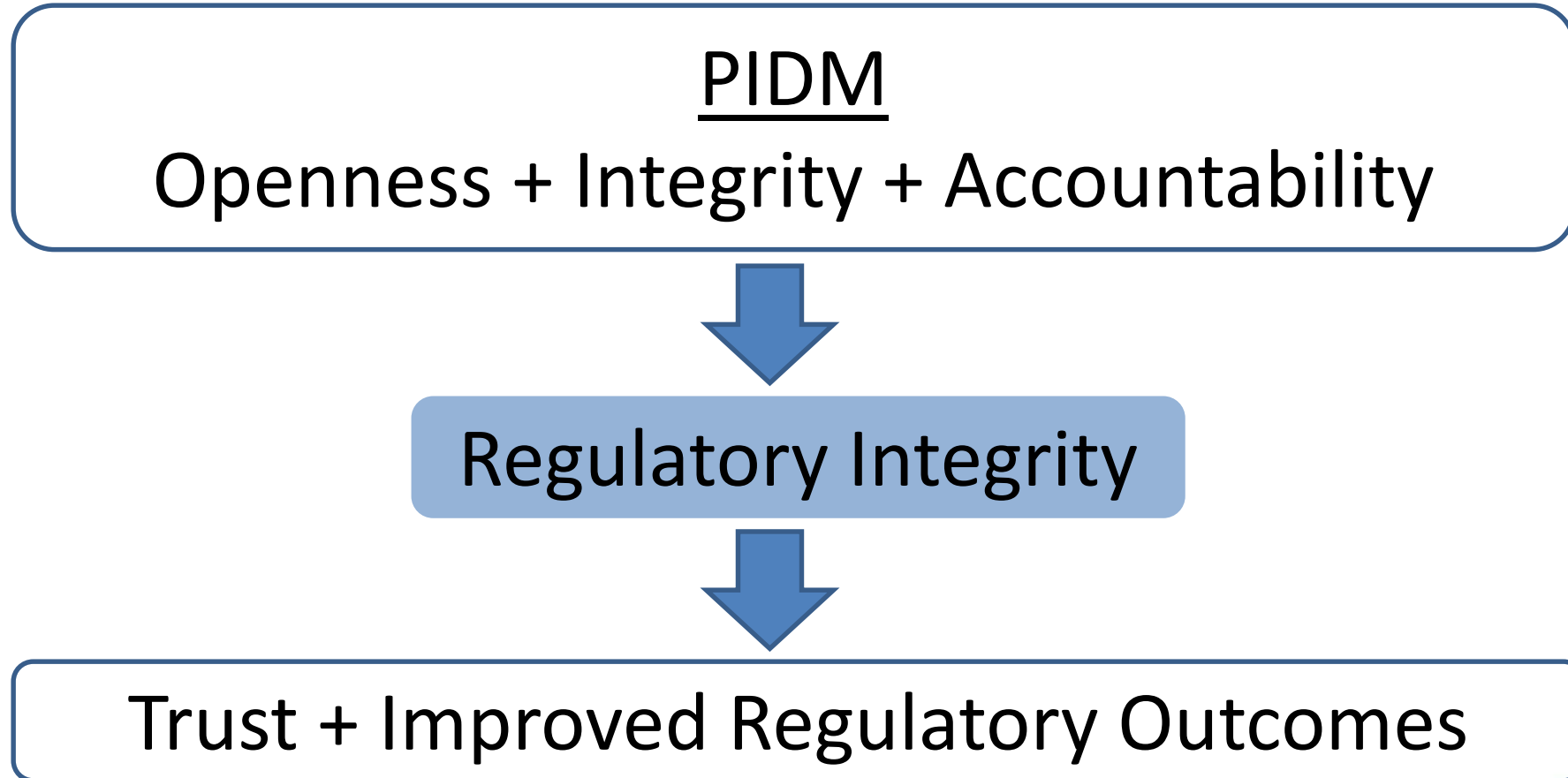
Balancing pressure groups



Future of Corporate Ethics



PIDM's approach to ethics



Thank you.