



BUSINESS ETHICS IMPORTANT TO SUCCESSFUL BUSINESS

by George Mentz, JD, MBA, CWM®, MPM®, QFP

Success comes when companies create an innovative and supportive environment for new ideas. Chrysler's CEO, Robert Eaton (1993 – 1998), has said, "The only way we can beat the competition is with people." We would add, "And the best way to compete is to train employees with ethics."

If a company's goal is to become involved and succeed in the global marketplace, it will hire new employees who are well educated in all aspects of business, especially in business ethics. At the same time, employees who are in the workforce already must continue to learn through professional development opportunities. Ethics is a valuable topic for professional development among business professionals. With a workforce trained and committed to ethics, managers can be assured that ethical behavior and ethical practices will prevail in the workplace. Without training, business employees may engage in unethical business practices – without even knowing it. *Page 95*
<http://aapm.info/mbahandbook.pdf>

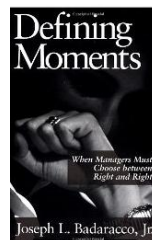
AAPM® RECOMMENDED READ

DEFINING MOMENTS: WHEN MANAGERS MUST CHOOSE BETWEEN RIGHT AND RIGHT

BY JOSEPH L. BADARACCO JR
 ISBN 10: 0875848036 / 0-87584-803-6

"Defining Moments" reveals an alternative approach that helps tackle the more complex and troubling question of what to do with grey and unchartered business ethic challenges.

PM's often spearhead new R&D projects and will be confronted with the ethical dilemma of the products and services they will be launching to the end user, public and even society. This book provides tangible examples, actionable steps, and a flexible framework that is used to make these decisions on ethical choices and positions. [Read more](#) (ctrl+click)



Editor's Notes :

by Michele Guttenberger, MPM®
PROJECT HISTORY OF NYC'S HOLIDAY LIGHTING

New York City is known throughout the world for its hallmark holiday lighting whether it's the tree lighting at Rockefeller Center, the electrifying department store displays of Fifth Ave or the New Year's crystal ball at Times Square. But, who masterminded the first plans and the first marketing concept to package this technology into a grand NYC hallmark tradition? It was New Jersey that brought the Holiday Lights to NYC Fifth Avenue. To be specific, it was Harrison, New Jersey and Edison's General Electric Company that would supply the lights and equipment.

In 1882 at the Manhattan address of 139 East Thirty-Sixth-Street, the family home of Mr. E. H. Johnson, (President of the Edison Company for Electric Lighting) became the first electric lighted Christmas Tree to make its debut. Johnson lived in one of the first sections of the city to be wired for electricity. New York City became the modern world's Happy Holiday trendsetters because they were only a short distance away from Thomas Edison's electrical supply factories, its design engineers and a marketing department to target the sales brochures to the privileged homes and grand department stores. New York coveted these holiday marvels from Edison's lighting company. Big department stores knew these lighted trees attracted shoppers in droves. However, these gleaming inventions came with a Fifth Avenue price tag to match. The NYC Department store tree lights of the early 1900s had a price tag of \$300+. This is an equivalent of approximately \$6,517.75 today. But, the price was a complete package deal that included wiring services and a generator. Edison also realized that many would not make such an investment for a seasonal shopping attraction and his company also had rental plans for Christmas tree lights during this big shopping season.

Edison's General Electric Company provided the technology, design, marketing, distribution, set-up and electrical connection services and rental and payment plans to make New York City the world's new technological lighting spectacle for the Holidays.

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- ☆ NYC's Project – Holiday Lighting



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