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John Fraedrich, Ph.D. received his degrees from Brigham Young and Texas A&M University and is the Jannetides Professor of Business Ethics at Southern Illinois University.

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Question 1:
From your readings in Chapter 2 Business Ethics: Ethical. Decision Making and Cases (12th ed.) Ferrell, L, Ferrell, O.C., & Fraedrich, J. (2018) please review the Video Case Study on Banking on Nature. After your review of the video case study, please post a summary on your thoughts about the case study.

Question 1: From your readings in Chapter 2 Business ...

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Ferrell, O. C., Fraedrich, J. & Ferrell, L. (2013). Business ethics: Ethical decision making and cases. Mason, OH: South-Western/Cengage Learning In this article, the authors discuss the importance of ethics in business. They stress that while companies are in business to make profits, if they gain those profits by unethical means, chances are the company will fail.

Ferrell O C Fraedrich J Ferrell L 2013 Business ethics ...

He also teaches on special assignments at universities abroad. Dr. Fraedrich has completed extensive research in the areas of marketing and ethics. His numerous articles have been published

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in the Journal of Macro Marketing, Journal of Business Ethics, and many other journals. He received his B.S. from Brigham Young University, his M.S. from Texas A&M University, and his Ph.D. in marketing from Texas A&M University in 1988. ^Dr.

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BUSINESS ETHICS: ETHICAL DECISION MAKING AND CASES is co-authored with John Fraedrich and Linda Ferrell and is a leading business ethics. Dr. Ferrell has served as an expert witness on marketing issues for a number of legal cases over the past 20 years.

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