

# Money or Ethics: What Drives a Business?

---



**Entrepreneur as a person who starts his or her own business with the hope of earning a profit.**

Successful entrepreneurs translate their skill, talent, and keen business sense into products or services that typically are based on new, innovative, exciting ideas.

Entrepreneurs usually start as a very small business with the hopes of growth and expansion.



Successful entrepreneurs have turned their ideas into multimillion- or even billion-dollar companies; however the truly successful entrepreneurs have millions or more satisfied and loyal consumers.

Think in some examples of successful entrepreneurs, like Oprah Winfrey, or creators of YouTube, Chad Hurley, Steve Chen, and Jawed Karim.



## why entrepreneurial business ventures are driven to make money?

- **Ethics:** Standards that help determine what is good, right, and proper.
- **Ethical:** Upholding the standards of ethics.



Building a business means facing all kinds of ethical decisions. Not every successful entrepreneur is ethical.

Some entrepreneurs – driven solely by greed – develop and run their business unethically.

These types of business men and women can sometimes succeed financially, but their unethical practices usually are uncovered at some point, and the company reputation is forever tainted.

Unethical decisions have had a detrimental effect on businesses, for example, the fall of Enron, Asian logging companies stripping rainforests, or conflict diamonds (diamonds mined in war zones and usually sold illegally—endangering or losing human lives).



Being ethical in the business world doesn't always guarantee you financial success; in fact, making ethical decisions can have what can appear to be unfavorable consequences. For example, imagine a company is selling T-shirts, and they discover a spelling error on the shirt. If the company makes the ethical decision not to sell the flawed T-shirts, they will lose the thousands they spent, but imagine the result of selling the shirts with the error, and how many angry customers they would have had?

Losing money is painful for any business, but loss of customer support and trust is much more difficult to recapture.

**Why ethics matter?**