

Ethics in business refers to the moral principles and values that guide decision-making and behavior within a commercial context. For instance, companies like Patagonia demonstrate integrity by transparently disclosing their supply chain practices, promoting fair labor, and taking accountability for their environmental impact, aligning with ethical principles to build trust and credibility with customers. Three fundamental principles of ethical behavior in business include integrity, where honesty and truthfulness are upheld in dealings with stakeholders; fairness, ensuring impartial treatment of all parties involved; and accountability, taking responsibility for actions and their consequences.