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Countries have constitutions governing businesses and other sources of income that must be adhered to promptly without fear and favor. Constitution is very important in a business. Firstly, it serves as a government structure through allocating power in different areas. Secondly, it hinders the government from taking various actions regarding corporate rights. In absence of business laws, entrepreneurs would end up ignoring some important issues, which eventually contributes to the fall of an organization. Studying business ethics has two important reasons. To start with, business ethics aids in making perfect decisions for oneself, the business one is involved, and the society. Secondly, business ethics helps in deeply understanding ourselves and others surrounding us (Langvardt, 2007). Through this, some issues like those arising between Kasky and Nike Inc, would be history. Cases regarding speeches made by people towards certain products are very common and in most cases, they become serious especially when one party gives a bad image of a product and the government supports the argument in an effort to side with that party.

The reason behind California Supreme Court giving a distinction between noncommercial speaker’s statements was that, these people were being favored and also, California gets more revenue from Nike, Inc as compared to Kasky. According USLegal. com, respecting another person’s business premises is very important because business law is concerned with the issues related to smooth running of various businesses. Moreover, business law is concerned with issues on contracts, business organizations, their properties, and agencies involved. The Californian government made a mistake by praising one statement that affected another company negatively. It is against the business law and ethics to discriminate one business premises in favor of another offering the same product since they all have right to perfect competition (2012). As stated earlier, understanding business ethics assists in understanding oneself and others in society, this rule would be most appropriate in the case of Kasky and Nike, Inc.

## References

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