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“ A Toy Maker’s Conscience.”   
Jonathan Dee. New York Times Magazine. New York: Dec 23, 2007. p. 34 (6 pages)   
This article is a piece of non-scholarly material. Although the author's name, Jona Than Dee, is provided. But, no other important pieces of information such as his qualification, experience, expertise, affiliation, and academic background, are provided. In addition to that, to qualify for a scholarly article, a well-known publisher must be there to authenticate the content nature, and quality of the article. This article looks less logical and more subjective, showing a personal understanding of the author. Moreover, the author has not provided the sources of information; he has filled the entire article of at least more than 2000 words without quoting any secondary source!   
4) “ 75 years of lessons learned: chief executive officer values and corporate social responsibility.” Carol-Ann Tetrault Sicily. Journal of Management History. Bradford: 2009. Vol. 15, Iss. 1; p. 78   
This article represents a depiction of scholarly material. Journal of Management History is an authentic journal in the field of management and processes every article under the peer-review mechanism. And, Emerald Group Publishing Limited is an authentic publisher. This piece is revised material of the paper presented at the 2007 Academy of Management meeting in Philadelphia. A list of references has been attached at the end of the article, showing the validity and reliability of the article. And, the content is balanced with appropriate facts and opinions.   
5) “ Corporation communication, ethics, and operational identity: a case study of Benetton.” Janet L Borgerson, Jonathan E Schroeder, Martin Escudero Magnusson, Frank Magnusson. Business Ethics. Oxford: Jul 2009. Vol. 18, Iss. 3; p. 209   
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6) http://en. wikipedia. org/wiki/Business\_ethics   
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7) http://plato. stanford. edu/entries/ethics-business/   
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