

CODUL ETIC ANTREPRENORIAL ÎN INDUSTRIA VÂNZĂRILOR DIRECTE

THE ENTREPRENEURIAL CODE OF ETHICS IN THE DIRECT SALES INDUSTRY

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Abstract: The paper seeks to identify the main elements that should be included in an entrepreneurial code of ethics in the direct sales industry such as: the code's purpose, the behaviour towards the consumers, distributors, as well as the procedures for applying the code.

Keywords: code of ethics, entrepreneur, distributors, customers, procedure.