

Discuss ethical issues associated with copying business competitors' strategies.

Doing business is similar to playing chess. Someone can be a winner thanks to his or her own mind and endeavors, another one is just able to imitate the successful game. Is it correct to call such champion in the second case as a cheater? This question definitely has a double face and depends on the situation.

In modern times it is necessary to be flexible to succeed in the career. It is the usual thing that business people change their ways of leading deals during their activities. Internet and new technologies help professionals to be aware of everything and, especially, about competitor's achievements. Business players should decide whether to conduct a game according to the fair rules or not.

Building new own plans, finding modern approaches is an honest business, but it is not always a profitable one. That's why sometimes business sharks have to look around. Of course, coping with business competitors' strategies is immoral and unethical, if the company completely adopts another business's ideas and shares the same market. Unfair business can't be long-lasting. This may bring not only quick money but also go to litigation.

Nowadays, business people have the freedom of choice and the possibility to improve their deals with the help of competitor's ideas or by using their own potential and creativity.

Anyway, the business should have healthy competition, due to which people can receive better services and more quality or cheaper goods. In the modern world, the Chinese partially copy European or American production concepts. It is difficult to condemn businessmen, who use another's tactics, as well as consumers, who buy cheaper products. So, everyone makes their own choices.

Taking everything into account, it is impossible to argue convincingly if ethics and business can exist together. Ethics is a question of morality, whereas the business is a more materialistic one. The more society develops, the more business becomes the survival of the fittest.