

### Exxon's Guide to Ethical Communication

The key issue presented in the Exxon Case Study is that Exxon communicated in an unethical manner when its crisis contingency plan failed (McGill & Seeger, 2000, p.177). Inadequate communication, along with the absence of an effective plan minimizes trust, which is what oil companies need to avoid if they want to uphold a respectable company image.

#### Analysis

Companies that work with highly toxic substances often have spills that can be seen as normal accidents (Cleveland, 2008, par.1). However, if "the company is ill-prepared to handle the situation," (Waddock, 2008, p.23) it becomes a considerable crisis. The crisis worsens when companies provide false statements and do not take responsibility for their actions. When Exxon's tanker Valdez spilled 10.9 million gallons of oil into Alaska's Prince Williams Sound, Exxon management blamed the Alaskan Coast Guard and the captain of the tanker for the failure of the crisis contingency plan (Cleveland, 2008, par.1). The plan did not fail because of irresponsible stakeholders, it failed because Exxon management had a disorganized plan. Exxon blamed others for the mistakes made by its management and gave false statements stating the Coast Guard did not complete his part of the plan and that the captain drove drunk, thus firing him (McGill & Seeger, 2000, p.180). Lying and irresponsibility are two examples of unethical behavior, and these behaviors led to poor trust and miscommunication between stakeholders. "Incorrect and misleading statements is helpful to no one," (McGill & Seeger, 2000, p. 180) and only makes Exxon's management appear untrustworthy and worsens the crisis.

Exxon needs a way to truthfully communicate with the Alaskan Coast Guard and its employees so all emergency plans can be carried out efficiently. With new plans, the oil spill can be effectively handled so the company maintains an ethical and positive image.

# Exxon Wage Testing Study Guide

**Paul Whitfield**

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the author's name.

## **Exxon Wage Testing Study Guide:**

*Study Guide* Michael, Robin Bade, Michael Parkin, 2006      **Labor Relations Reference Manual** ,2000 Vols 9 17 include decisions of the War Labor Board      Catalog of Copyright Entries. Third Series Library of Congress. Copyright Office, 1976

*Study Guide* Eugene F. Brigham, 1994      *Resources in Education* ,1987-10      Monthly Catalog of United States Government Publications ,1983      Books and Pamphlets, Including Serials and Contributions to Periodicals Library of Congress. Copyright Office, 1974-07      Guide to Taxation, Public Finance and Related Literature ,1976      **The Rough Guide to Alaska** Paul Whitfield, 2001 The Rough Guide to Alaska provides extensive and insightful information on the US s premier adventure destination      **Washington Report** Chamber of Commerce of the United States of America, 1977

Employee Benefit Plan Review ,1999      *Handbook on Contingent Valuation* Anna Alberini, James R. Kahn, 2006 The Handbook on Contingent Valuation is unique in that it focuses on contingent valuation as a method for evaluating environmental change It examines econometric issues conceptual underpinnings implementation issues as well as alternatives to contingent valuation Anna Alberini and James Kahn have compiled a comprehensive and original reference volume containing invaluable case studies that demonstrate the implementation of contingent valuation in a wide variety of applications Chapters include those on the history of contingent valuation a practical guide to its implementation the use of experimental approaches an ecological economics perspective on contingent valuation and approaches for developing nations The Handbook also contains P discussions of underlying theory both contingent valuation and conjoint analysis comparisons of real and hypothetical data using experimental approaches an examination of survey structure issues developing country focus critical essays concerning the ethical basis of contingent valuation This new reference book will be warmly welcomed by academics in environmental economics environmental professionals in government consulting firms and NGOs Graduate and undergraduate students in economics environmental studies and environmental policy will also find this an ever valuable resource      *West's Federal Supplement* ,1999 Cases decided in the United States district courts United States Court of International Trade and rulings of the Judicial Panel on Multidistrict Litigation      *West's Federal Practice Digest* ,2003

*Energy Review* ,1992      **Labor Cases** ,1997 A full text reporter of decisions rendered by federal and state courts throughout the United States on federal and state labor problems with case table and topical index      Catalogue of Title-entries of Books and Other Articles Entered in the Office of the Librarian of Congress, at Washington, Under the Copyright Law ... Wherein the Copyright Has Been Completed by the Deposit of Two Copies in the Office Library of Congress. Copyright Office, 1978      **Nuclear Fuel Quality Assurance** International Atomic Energy Agency, 1976      **BNA's Washington Memorandum** ,1978      **International Conference and Workshop on Reliability and Risk Management** ,1998 The focus of the proceedings is reliability engineering programs that prevent the release of hazardous materials and also optimize plant resources increase availability minimise lost opportunity costs reduce reactive maintenance overload and

decrease personnel costs Topics include new developments in plant equipment reliability databases incident investigation of PSM with business strategy the relationship of reliability programs to comply with EPA OSHA regulations validations of QRAs and safety interlock system integrity levels

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