**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 1: ACTIVITY 11**

**HOMEWORK ACTIVITY**

**The ethics of loyalty**

Listen to this recorded radio broadcast [Morality of Loyalty](http://www.bbc.co.uk/programmes/b08g7mjy) (http://www.bbc.co.uk/programmes/b08g7mjy).

Is it ethical to pursue stakeholder loyalty? Is it ethical for stakeholders to expect loyalty from organisations?

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