The authors suggest 8 governing ethical principles which taken together they call: The **Global Business Standards Codex (GBS Codex)**. These **8 principles to create or evaluate a Code of Conduct** and their most important aspects are:

1. The Fiduciary Principle (Diligence, Loyalty).
2. The Property Principle (Protection, Theft).
3. The Reliability Principle (Contracts Premises, Commitments).
4. The Transparency Principle (Thruthfulness, Deception, Disclosure, Candor, Objectivity).
5. The Dignity Principle (Respect for the Individual, Health and Safety, Privacy and Confidentiality, Use of Force, Associatiation & Expression, Learning & Development, Employment Security).
6. The Fairness Principle (Fair Dealing, Fair Treatment, Fair Competition, Fair Process).
7. The Citizenship Principle (Law & Regulation, Public Goods, Cooperation with Authorities, Political Noninvolvement, Civic Contribution, .
8. The Responsiveness Principle (Addressing Concerns, Public Involvement).