

Ethical business vs Pirating

HONESTY

Always be honest with the consumer.



BE NICE

Treat the others how you want to be treated.



FAIR PRICE

The price must be fair for what it is offered.



BE LEGAL

All the products are legal.



BE GOOD

Nobody is hurt using the products or services.



CHEAT

The consumer shouldn't know everything.



MAKE PROFIT

A little extra money didn't kill anyone!



NEVER LOSE MONEY

Have a higher price even 'on sale'.



GET ROUND THE LAW

If nobody knows, it's OK.



BE PRACTICAL

Once bought, it is not your problem.

