

Role: **The Marketing Manager**

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You only recently found out about this problem, and think radical action should be taken without delay. You don't know anything about the technical aspects, but as market leader in North America, and as you are dependent for sales on your excellent up-market image, you

think it is essential the company avoids the certain scandal which would arise if the facts were published in the media, or became known to the county, the state, or the unions. Whatever the cost, this pollution must be stopped immediately.

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Business Roles
Polluting the river

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