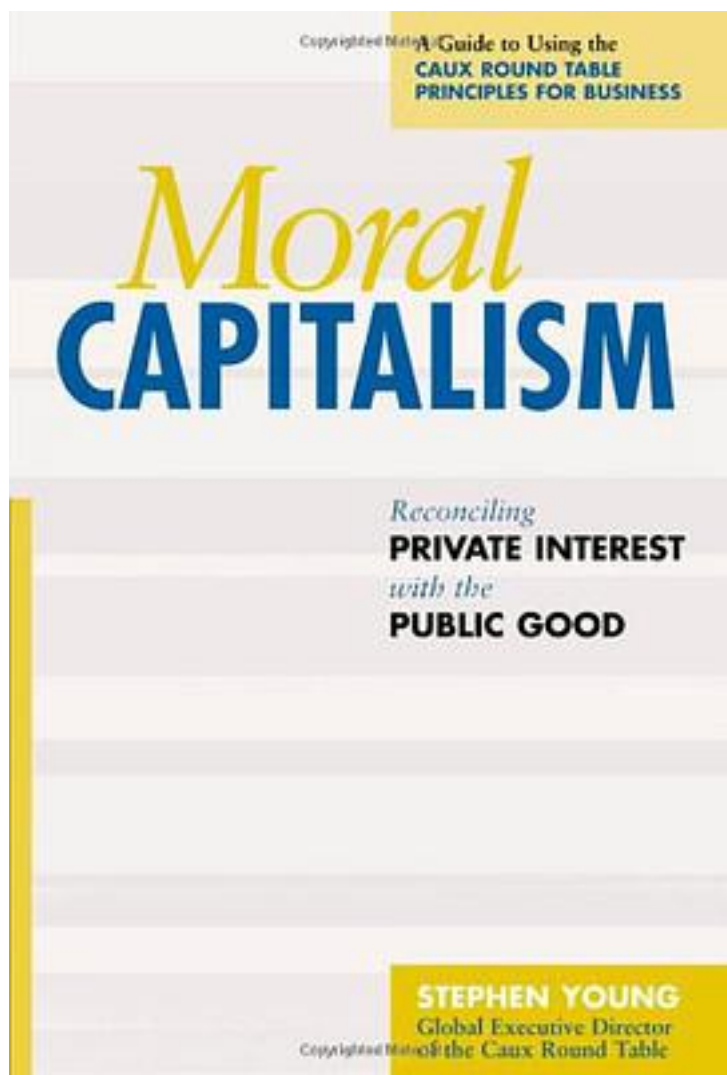


Moral Capitalism



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This is a handbook to the Caux Roundtable's code of corporate ethics; this code has received attention in many countries around the world. It shows readers how to manage market capitalism and globalization for economic and social justice and fairness and how to improve outcomes for people and societies from market capitalism and globalization. The author presents an understanding of the moral basis for market capitalism/globalization using the Caux Roundtable Principles for Business as a guide to decision-making in business. He argues that corporations and business have an "office" to perform for society, that this office is wealth creation, that corporations and business may be called upon to consider the needs and interests of others and that a moral sense of "self interest considered upon the whole" is necessary for business decision making.

作者介绍:

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