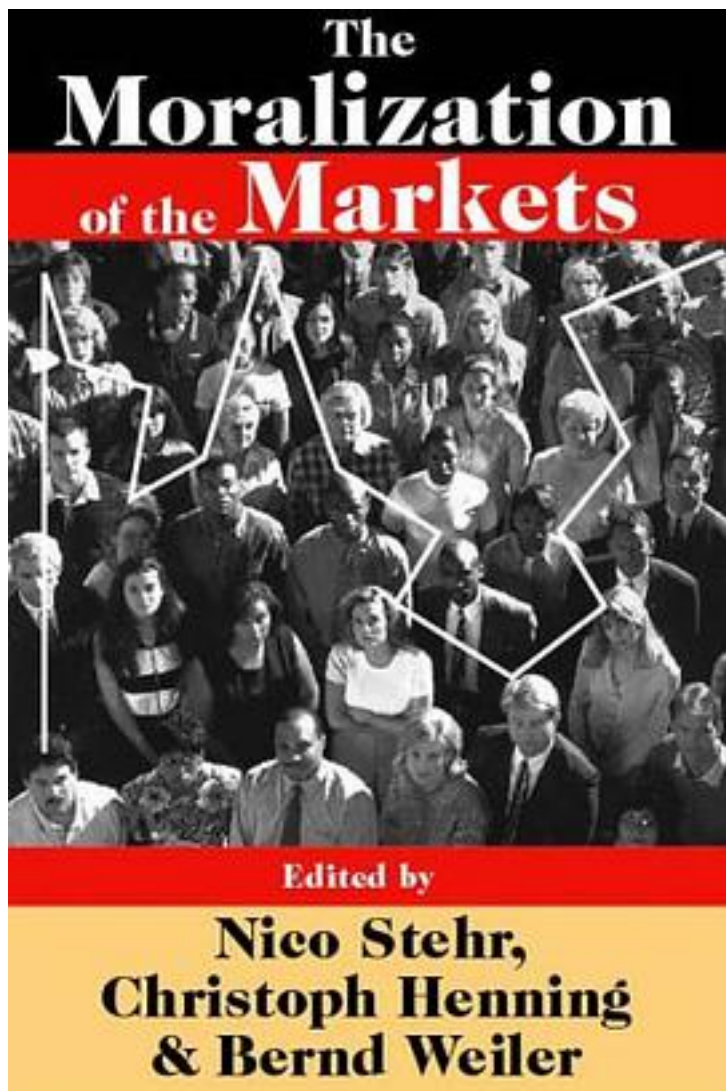


The Moralization of the Markets



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著者:Stehr, Nico (EDT)/ Henning, Christoph (EDT)/ Weiler, Bernd (EDT)

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The Moralization of the Markets is divided into four parts, in which twelve chapters, written by contributors from different social science disciplines, deal with the context of the moralization of the markets; the major social institutions; and present case studies that examine European and American attitudes and behavior towards tobacco and GMO; expansion of the private and ethics in business; and how workers respond to the new corporate norms.

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