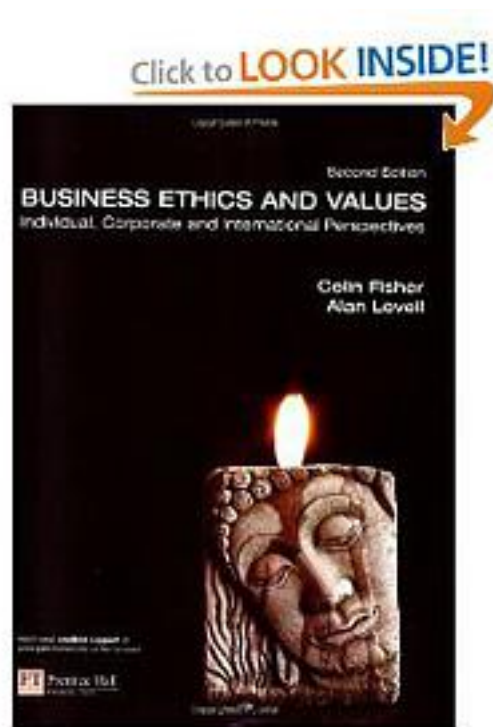


Business Ethics And Values (2nd edition)



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著者:Fisher, Colin/ Lovell, Alan/ Fisher, C. M.

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Business Ethics and Values introduces students to the complexities and principles of ethical issues by focusing on developing ethical awareness and the ability to argue business ethics matters.

A proven resource, the second edition of this text continues to present a successful blend of concrete issues and academic theory, suitable for undergraduate and postgraduate students with or without practical experience of the world of organisations. It gives as much importance to individual conscience at work as it does to socially responsible behaviour at the corporate level and within the global business

world.

Hallmark features:

Broad coverage of the many issues in this subject ensures that students see the whole picture.

The use of real-world case studies and simulations helps to stimulate debate and appreciate the multi-faceted aspects of ethical arguments.

New to this edition:

New material on the ethics of e-communication, sustainability and the ethical impact of globalisation ensures that students are learning from the most up-to-date material available.

Further analysis of Anglo-American approaches to corporate governance and their ethical underpinnings.

Short test and assignment questions at the end of each chapter help students to consolidate their learning.

More simulation exercises and activities give students the opportunity to reflect on their attitudes to this engaging subject.

A well-developed supplements package to support tutors and students includes an instructor's manual, PowerPoint slides and a companion website.

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目录: Introduction

Acknowledgements

PART A Business ethics matters: what is it and why does it matter?

Chapter 1 Perspectives on business ethics and values

Chapter 2 Ethical issues in business

Chapter 3 Ethical theories and how to use them

PART B Individuals' responses to ethical issues

Chapter 4 Personal values in the workplace

Chapter 5 Values and heuristics

Chapter 6 Individual responses to ethical situations

Chapter 7 Whistleblower or witness?

PART C Organisational responses to ethical issues

Chapter 8 Corporate responsibility, corporate governance and corporate citizenship

Chapter 9 Sustainability and the responsible corporation

Chapter 10 Ethical conformance: codes, standards, culture, leadership and citizen power

PART D The international context

Chapter 11 Global and local values – and international business

Chapter 12 Globalisation and international business

Chapter 13 Moral agency at work and a modest proposal for affecting ethics in business

References

Answers to quick revision tests

Country and region index

Index

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标签

管理

评论

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