



Applied Ethics in Management (Softcover reprint of the original 1st ed. 1999)

By S. K. Chakraborty, Samir R. Chatterjee

Springer-Verlag Berlin and Heidelberg GmbH & Co. KG.
Paperback. Book Condition: new. BRAND NEW, Applied Ethics in Management (Softcover reprint of the original 1st ed. 1999), S. K. Chakraborty, Samir R. Chatterjee, Ethical issues are emerging as the most important managerial challenge in all spheres of organizational life, from the wider issues of strategy-making, finance, technology, marketing, information systems to the subtle concerns of gender, demography or cultural diversity. The competitive market-economy model has widened the scope for managers in all countries to violate the fundamental values and integrity needed to maintain and enrich a civil society. These violations stretch from personal lapses of bribery and corruption to the wider areas of moral questions related to an ethically grounded global business system. This book grew out of a three-day international workshop addressing these issues, held at the Management Centre for Human Values (MCHV), Indian Institute of Management, Calcutta, during February 1998. The workshop explored topics of applied management by providing multiple perspectives. Eighteen of the papers have been chosen for this volume, covering business functions, strategies and alliances. One of the key objectives of the workshop was to integrate ideas of applied ethics developing from Asia, Australia and Europe. Any book...



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