

Zur Begründung einer Übernahme ethischer Verantwortung in Unternehmen



Filesize: 6.22 MB

Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

ZUR BEGRÜNDUNG EINER ÜBERNAHME ETHISCHER VERANTWORTUNG IN UNTERNEHMEN



GRIN Verlag Okt 2008, 2008. Taschenbuch. Book Condition: Neu. 226x156x23 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 2,3, Friedrich-Alexander University Erlangen-Nuremberg, course: Unternehmensethik, 42 entries in the bibliography, language: English, abstract: In the past few years, business ethics has emerged as a broad and important concept, universities are offering seminars, corporations are sending their managers on trainings, and an enormous literature body seems to be emerging out of nowhere. In contrast to this movement, the 'globalization bible', the novel NoLogo written by journalist Naomi Klein draws a different picture: it accuses companies and CEOs of antisocial behaviour. Consumer capitalism on the one hand and at the same time articles about sweatshops, bad working conditions, and 'famous' names like the Brent Spar platform, Sao Wiwa and Shell, and Nike sweatshops support the negative image of MNCs. In the following I would therefore like to examine why certain corporations seem to take on corporate responsibility while others, as stated in Klein's novel, act as 'the big brand bullies'. I seek to answer in this paper why business ethics as a concept is not an oxymoron (cp. Collins 1994) per se and why in the words of John L. Campbell 'given the incentives for maximizing profit and shareholder value, let alone acting opportunistically, why would a corporation ever act in socially responsible ways, even at the most minimal level' (1947). In general, there are three main approaches to the grounds of acting socially responsible: there are moral reasons, economic reasons and institutional reasons. First of all I would like to start by giving some theoretical basics. Subsequently moral, economic and institutional theories as an explanation for the implementation of business...



[Read Zur Begründung einer Übernahme ethischer Verantwortung in Unternehmen Online](#)



[Download PDF Zur Begründung einer Übernahme ethischer Verantwortung in Unternehmen](#)

You May Also Like



hc] not to hurt the child's eyes the green read: big fairy 2 [New Genuine(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2008-01-01 Pages: 95 Publisher: Jilin Art Shop Books all new book...

[Read ePub »](#)



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs...

[Read ePub »](#)



How to Start a Conversation and Make Friends

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, How to Start a Conversation and Make Friends, Don Gabor, For over twenty-five years, small-talk expert Don Gabor has helped thousands of people communicate with wit,...

[Read ePub »](#)



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Read ePub »](#)



At-Home Tutor Language, Grade 2

Evan-Moor Educational Publishers. Paperback. Book Condition: New. Paperback. 96 pages. Dimensions: 10.7in. x 8.2in. x 0.3in.Developed by teachers, this curriculum-based series provides practice of important math and reading skills-ideal for providing additional practice at home....

[Read ePub »](#)