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Nota di contenuto	Cover; Half-title; Series-title; Title; Copyright; Contents; Figures; Tables; Editors and contributors; Acknowledgements; Humanistic Management Network: paving the way towards a life-serving economy; Introduction: humanism in business; Part 1 Philosophic-historical grounding of humanism; Part 2 Towards an integration of humanism and business on a systems level; Part 3 Humanistic management; Part 4 The individual as a change agent for a humane business society; Index
Sommario/riassunto	What is the purpose of our economic system? What would a more life-serving economy look like? There are many books about business and society, yet very few of them question the primacy of GDP growth, profit maximization and individual utility maximization. Even developments with a humanistic touch like stakeholder participation, corporate social responsibility or corporate philanthropy serve the

same goal: to foster long-term growth and profitability. Humanism in Business questions these assumptions and investigates the possibility of creating a human-centered, value-oriented society based on humanistic principles. An international team of academics and practitioners present philosophical, spiritual, economic, psychological and organizational arguments that show how humanism can be used to understand, and possibly transform, business at three different levels: the systems level, the organizational level and the individual level. This groundbreaking book will be of interest to academics, practitioners and policymakers concerned with business ethics and the relationship between business and society.

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