

1. Record Nr.	UNINA9910455506503321
Autore	Mitchell Charles <1953->
Titolo	A short course in international business ethics [[electronic resource] ] : combining ethics and profits in global business // Charles Mitchell
Pubbl/distr/stampa	Petaluma, CA, : World Trade Press, c2009
ISBN	1-282-18436-9 9786612184369 1-60780-073-X
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (192 p.)
Collana	The short course in international trade series
Disciplina	174.4 174/.4
Soggetti	Business ethics International business enterprises - Moral and ethical aspects International trade - Moral and ethical aspects Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 179-185). Includes web resources.
Nota di contenuto	International Business Ethics; Table of Contents; Chapter 1: Why Ethics Matter; Chapter 2: Are Ethics Culturally Based?; Chapter 3: The Costs to Individuals, Companies and Society; Chapter 4: Does Virtue Pay?; Chapter 5: Codifying Business Ethics; Chapter 6: Ethics and the Boardroom; Chapter 7: Shareholder Activism: Keeping Corporations on Their Ethical Toes; Chapter 8: Socially Responsible Investing: A New Trend Where Ethics DO Matter; Chapter 9: The Personal Ethics Battle; Chapter 10: Building An Effective Corporate Ethics Code; Chapter 11: Managing an International Corporate Ethics Program Chapter 12: Business/Corporate Intelligence and Ethics: Temptation Abounds Chapter 13: E-Ethics: Making It Up As They Go Along; Chapter 14: Global Bribery And Corruption - How Much For Your Ethics?; Chapter 15: Regional Ethics: Japan, Russia and Islamic Banking Ethics; Chapter 16: Case Studies: Personal Decisions; Chapter 17: Glossary; Chapter 18: Researching Business Ethics Resources; The Author
Sommario/riassunto	A Short Course in International Business Ethics identifies the key ethical

issues facing international businesspeople and gives the reader practical tools to use in everyday situations.

2. Record Nr.	UNINA9910777880403321
Autore	Ewen Stuart
Titolo	Channels of desire [[electronic resource] ] : mass images and the shaping of American consciousness // Stuart Ewen and Elizabeth Ewen
Pubbl/distr/stampa	New York, : McGraw-Hill, 1992
ISBN	0-8166-8354-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (271 p.)
Altri autori (Persone)	EwenElizabeth
Disciplina	302.230973
Soggetti	Advertising - Social aspects - United States - History Consumers - United States - History Popular culture - United States National characteristics, American - History Fashion - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliography and index.
Nota di contenuto	Contents; Preface to the New Edition; Acknowledgments; Prologue: In the Shadow of the Image; 1. The Bribe of Frankenstein; 2. Consumption as a Way of Life; 3. City Lights: Immigrant Women and the Rise of the Movies; 4. Fashion and Democracy; 5. Shadows on the Wall; Notes; Index
Sommario/riassunto	Stuart Ewen and Elizabeth Ewen offer a telling examination of the rise of mass-produced imagery in the United States, tracing the pivotal role that such images played in the genesis and development of the American imagination. Beginning with the rise of the machine and the emergence of consumerism as a common way of life, the authors lay a strong foundation for an understanding of the twentieth-century American media culture. Spanning a wide range of fascinating subjects-movies, fashion, tabloid journalism-Ewen and Ewen offer forceful insights into the mechanisms that link alluring images and

