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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Ethics, economics, economic ethics & business ethics -- Cooperation in order ethics -- Rationality in order ethics -- Fairness in order ethics -- Cardinal virtues of business ethics based on behavioural economics -- Implementing economic ethics and business ethics -- Conclusions and outlook.
Sommario/riassunto	Economics and moral philosophy have in recent years been considered to be distinct and separate fields. However, behavioural economics has started to reconcile various aspects of morality and economics, which has offered new conceptual opportunities to advance economics ethics and business ethics. This book aims to advance economic ethics and business ethics by combining normative principles and empirical evidence grounded on the key motivational forces in economic decision making. It has three core objectives: to assess order ethics as a theory of both e