

1. Record Nr.	UNINA9910460336803321
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Titolo	A strategic and tactical approach to global business ethics // Lawrence A. Beer
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-78684-346-3 1-63157-072-2
Edizione	[Second edition.]
Descrizione fisica	1 online resource (340 p.)
Collana	International business collection, , 1948-2760
Disciplina	174.4
Soggetti	Business ethics International business enterprises - Moral and ethical aspects Social responsibility of business 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 (pages 301-308) and index.
Nota di contenuto	1. Ethics in commerce -- 2. Ethics and the strategic determination -- 3. Ethical value development -- 4. Ethics unabridged -- 5. Time for a change? -- 6. A universal code template -- 7. Global ethical strategies and conclusions -- Notes -- References -- Index.
Sommario/riassunto	The inclusion of ethically driven elements into the strategic planning process of multinational corporations (MNCs) is an emerging consideration in the modern era of globalization. Firms pursuing cross-border activities in any capacity and to whatever degree or scale are increasingly coming into contact with differences in morally applied decision making that affects their operational success and sustainability. The choices made require the use of clear and unambiguous codes of conduct for embedded managers abroad. The implementation of a properly administered code, coupled with a program of corporate social responsibility (CSR), can add value to a company, while its misapplication or exclusion can diminish value.