

1. Record Nr.	UNINA9910461126803321
Autore	Fort Timothy L. <1958->
Titolo	The diplomat in the corner office : corporate foreign policy // Timothy L. Fort
Pubbl/distr/stampa	Stanford, California : , : Stanford University Press, , 2015 ©2015
ISBN	0-8047-9670-X
Descrizione fisica	1 online resource (224 p.)
Collana	Stanford Business Books
Disciplina	303.6/6
Soggetti	Peace - Economic aspects Peace-building - Economic aspects Corporations - Moral and ethical aspects Business ethics Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	""Contents""; ""Foreword""; ""Acknowledgments""; ""Preface""; ""Part I: Mainstreaming Business and Peace""; ""Chapter 1: Corporate Foreign Policy""; ""Chapter 2: Causes of War and Lessons for Balances of Power""; ""Chapter 3: Could Peace Break Out in This Day and Age?""; ""Chapter 4: The Economics-Ethics-Trust-Prosperity-Peace Matrix""; ""Part II: Cases in Point""; ""Chapter 5: Peacemaking, Peacekeeping, and Peace Building""; ""Chapter 6: Peace Entrepreneurs, Instrumental Corporate Foreign Policy, and Unconscious Peace Building""; ""Part III: Policies for Peace"" ""Chapter 7: Little Brother Government Policy""""Chapter 8: A New Great Awakening""; ""Chapter 9: Why a Peace-Oriented Corporate Foreign Policy Is Smart Business""; ""Appendix: Winners of Award for Corporate Excellence and Oslo Award Winners""; ""Notes""; ""Index""
Sommario/riassunto	In The Diplomat in the Corner Office, Timothy L. Fort, one of the founders of the business and peace movement, reflects on the progress of the movement over the past 15 years—from a niche position into a mainstream economic and international relations perspective. In the 21st century global business environment, says Fort, businesses can

and should play a central role in peace-building, and he demonstrates that it is to companies' strategic advantage to do so. Anchoring his arguments in theories from economics and international relations, Fort makes the case that businesses must augment familiar notions of corporate responsibility and ethical behavior with the concept of corporate foreign policy in order to thrive in today's world. He presents a series of case studies focusing on companies that have made peace a goal, either as an end in itself or because of its instrumental value in building their companies, to articulate three different approaches that businesses can use to quell international conflict— peace making, peace keeping, and peace building. He then demonstrates their effectiveness and proposes policies that can be utilized by business, civil society, and government to increase the likelihood of business playing a constructive role in the conciliatory process. This book will be of enormous use not only to students and scholars but also to leaders in NGOs, government, and business.
