

1. Record Nr.	UNINA9910465039703321
Autore	de Woot Philippe
Titolo	Rethinking the Enterprise [[electronic resource] ] : Competitiveness, Technology and Society
Pubbl/distr/stampa	Sheffield, : Greenleaf Publishing, 2014
Descrizione fisica	1 online resource (124 p.)
Disciplina	658.403
Soggetti	Information society -- European Union countries Technology and state -- European Union countries Technology and state Commerce Business & Economics Local Commerce Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	cover; half title; title; copyright; dedication; Contents; Author's note; Introduction; 1 Drifts and deviations of the market economy; 2 Rethinking the purpose of business; 3 A responsible entrepreneurial culture; back cover
Sommario/riassunto	This provocative thought-piece from world leader in corporate responsibility Philippe de Woot suggests that an evolution of the system is possible, but it requires a more radical approach. It is only by changing its culture in depth that enterprise can restore the ethical and political dimension to its acts.