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Soggetti	Business ethics International business enterprises - Moral and ethical aspects Globalization - Moral and ethical aspects
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Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The value foundation for a global society -- Ethics and international business -- Human rights concepts and principles -- Political involvements by business -- The foreign production process -- Product and export controls -- Marketing motives and methods -- Culture and the human environment -- Nature and the physical environment -- Business guidance and control mechanisms -- Deciding ethical dilemmas.
Sommario/riassunto	Business takes place in an increasingly global environment, crossing political and cultural boundaries that challenge corporate values. The central focus of this successful and innovative text lies in how to make and explain 'best choice' judgments when confronting ethical dilemmas in international business situations. The newly-updated version of this groundbreaking textbook continues to provide a topical and relevant analysis of the ethical dimensions of conducting business in a global political economy. From a starting point of applied ethics, the book introduces a common set of n

