

1. Record Nr.	UNINA9910788152103321
Autore	Kotler Philip
Titolo	Confronting capitalism : real solutions for a troubled economic system // Philip Kotler
Pubbl/distr/stampa	New York : , : AMACOM--American Management Association, , [2015] ©2015
ISBN	0-8144-3646-3
Descrizione fisica	1 online resource (278 p.)
Disciplina	330.12/2
Soggetti	Capitalism Capitalism - Social aspects Economic policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Preface: creating high performance capitalism -- The fourteen shortcomings of capitalism -- The persistent problem of poverty -- Growing income inequality -- Worker well-being -- Job creation in the face of growing automation -- The need for companies to cover their social costs -- The exploitation of the environment -- Business cycles and economic instability -- The focus on narrow self-interest -- Dealing with the debt burden and financial regulation -- How politics subverts economics -- Capitalism's short-term orientation -- Questionable marketing outputs -- Setting the right gdp growth rate -- Creating happiness as well as goods -- Epilogue -- Index.
Sommario/riassunto	Amidst its dire assessment of what's ailing us, Confronting Capitalism delivers a heartening message: We can turn things around. Movements toward shared prosperity and a higher purpose are reinvigorating companies large and small, while proposals abound on government policies that offer protections without stagnation. Kotler identifies the best ideas, linking private and public initiatives into a force for positive change.