Record Nr. UNINA9910800169503321 Autore de Woot Philippe Titolo Rethinking the Enterprise [[electronic resource]]: Competitiveness, Technology and Society Sheffield,: Greenleaf Publishing, 2014 Pubbl/distr/stampa Descrizione fisica 1 online resource (124 p.) 658.403 Disciplina Soggetti Information society -- European Union countries Technology and state -- European Union countries Technology and state Commerce **Business & Economics Local Commerce** 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

political dimension to its acts.

changing its culture in depth that enterprise can restore the ethical and