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Autore	Bassi Laurie J (Laurie Jo), <1954->
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (294 p.)
Collana	A BK business book
Altri autori (Persone)	FrauenheimEd CostelloLawrence
Disciplina	658.4/08
Soggetti	Corporations - Moral and ethical aspects Corporations - Social aspects Management - Moral and ethical aspects Management - Social aspects Business ethics - Moral and ethical aspects Social responsibility of business Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Preface; Part I: The Worthiness Era; 1 The Worthiness Imperative; 2 The Economic Imperative; 3 The Social Imperative; 4 The Political Imperative; Part II: Evidence and Rankings; 5 Goodness Matters; 6 Ranking Companies; Part III: Good Employer, Good Seller, Good Steward; 7 The Good Employer; 8 The Good Seller; 9 The Good Steward; Part IV: The Future; 10 The Worthiness Era; 11 A Hopefully Idealistic Vision; Appendix. Good Company Index: Scoring and Sources; Selected Works for Further Reading; Acknowledgments; Notes; Index; About the Authors
Sommario/riassunto	A noted economist and human capital expert, together with a multidisciplinary team, show that we've entered a new era in which good corporate behavior is no longer optional, it's the new imperative for success-and they have the data to prove it. Their Good Company Index ranking of the Fortune 100 takes the belief in the bottom-line

benefits of good behavior out of the realm of faith and into the realm of facts.
