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Collana	Principles of responsible management (PRME) collection
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Nota di contenuto	Foreword / by Dr. Francis B. Kinne -- Preface -- Here we go -- 1. We have lost our way, we are warned like the man in the dream -- 2. How it happened, age of reason, everything is a cycle -- 3. Why does it matter? Only business can save us -- 4. Leadership and leaders, what should they look like? -- 5. For profit must stay, capitalism going forward -- 6. What we can do about it? Collective conscious, what about prayer? What is it? Does it work? -- 7. Why is it time sensitive, we must name it -- Postscript, how I know this is so -- Appendix. Where we go from here! -- Notes -- References -- Index.
Sommario/riassunto	This book explores historical data, analyzes current events from the world stage, and delivers a worldview that challenges some existing paradigms in business. As we are living business history, the book draws from the epic economic, environmental, and cultural shifts in our collective consciousness. The impact of these deep and rapid changes on companies, employees, and the global economy cannot be underestimated and future world leaders must be prepared to lead in a manner that is socially responsible, ethical, and profitable. A corporation with a business model that polarizes or operates solely in the interest of its shareholders is unsustainable. Current benchmarks are unrealistic tools for businesses to rely upon as measures of future success. The mindset of profitability at any cost is causing us to

grapple with a historically unprecedented world crisis, which threatens civilization, as we know it. A widespread erosion of ethics and responsible behavior in the business world has resulted from a failure of society and institutions of higher education to instill and teach moral principles.
