

1. Record Nr.	UNINA9910813549703321
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Titolo	Broken business : seven steps to reform good companies gone bad // Jose R. Hernandez
Pubbl/distr/stampa	Hoboken, NJ : , : Wiley, , [2018] ©2018
ISBN	1-119-54752-0 1-119-54753-9
Edizione	[1st edition]
Descrizione fisica	1 online resource (354 pages)
Disciplina	658.4
Soggetti	Corporate governance Corporations - Corrupt practices - Prevention
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	The tale of wind international -- The bigger picture -- The steps to address a corporate scandal -- Institutionalizing integrity and good conduct -- Concluding thoughts and leadership roadmap.
Sommario/riassunto	How to prevent corporate scandals and fix good companies that do wrong The news media is replete with stories of corporate scandal, corruption and misdeeds. The need for effective crisis management and corporate governance strategies has never been greater. Broken Business explains why corporate scandals happen, what to do when scandals arise in your company, and how to prevent their future occurrence. Offering real-world anecdotes and solutions, this book details how corporations can mitigate the risk of scandal, reform corporate image and install structures to create a more ethical and profitable company. This insightful resource dispels common misconceptions of corporate misconduct and its causes through fascinating research into human nature, and compelling storytelling that demonstrates fundamental flaws in corporate culture. Author José Hernandez draws on decades of experience working with high-profile global corporations to present seven essential steps for transforming a company, including building a better culture, more effective compliance systems and re-focusing the strategy. This book allows you to:

Examine current and highly publicized cases of corporate scandal and their impact on corporate credibility Employ practical methods to rehabilitate your corporation's public image Implement managerial frameworks to quickly address cases of misconduct Promote a culture of compliance and integrity to encourage good conduct in your corporate environment At its core, this book is a simple, engaging "how to" guide that offers practical advice on institutionalizing integrity in any organization. Broken Business: Seven Steps to Reform Good Companies Gone Bad is an essential text for leaders seeking a concise review at how things can go wrong, how to deal with scandal fallout and how to ultimately become a better company.
