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social responsibility in India: towards a sane society?; "Me, myself & I": practical egoism, selfishness, self-interest and business ethics; Fighting a smoky fire: an analysis of Philip Morris's CEO speeches according to image restoration strategies; Back to basics: an Islamic perspective on business and work ethics; Call for papers

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Sommario/riassunto

The ignoring of ethics in business practice bears negative consequences for business, manifested in general negligence, such as pollution, environmental changes, problems in HRS, business relation scale in general, and eventually the maintenance and sustainability of general prosperity and business itself. The purpose of this e-book is to facilitate understanding of where ethical and moral limits actually should be underlined - as that question seems to represent most difficulty. Perhaps because the answer is plain - they are within each and every one of us, and are nurtured by each and every

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