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| Autore | Kotler Philip |
| Titolo | Confronting capitalism : real solutions for a troubled economic system // Philip Kotler |
| Pubbl/distr/stampa | New York : , : AMACOM--American Management Association, , [2015] ©2015 |
| ISBN | 0-8144-3646-3 |
| Descrizione fisica | 1 online resource (278 p.) |
| Disciplina | 330.12/2 |
| Soggetti | Capitalism Capitalism - Social aspects Economic policy |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Includes index. |
| Nota di contenuto | Preface: creating high performance capitalism -- The fourteen shortcomings of capitalism -- The persistent problem of poverty -- Growing income inequality -- Worker well-being -- Job creation in the face of growing automation -- The need for companies to cover their social costs -- The exploitation of the environment -- Business cycles and economic instability -- The focus on narrow self-interest -- Dealing with the debt burden and financial regulation -- How politics subverts economics -- Capitalism's short-term orientation -- Questionable marketing outputs -- Setting the right gdp growth rate -- Creating happiness as well as goods -- Epilogue -- Index. |
| Sommario/riassunto | Amidst its dire assessment of what's ailing us, Confronting Capitalism delivers a heartening message: We can turn things around. Movements toward shared prosperity and a higher purpose are reinvigorating companies large and small, while proposals abound on government policies that offer protections without stagnation. Kotler identifies the best ideas, linking private and public initiatives into a force for positive change. |