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example; 11 Ethical issues in the policy response to the 2008 financial crisis: moral hazard in central banking and the equity of bailout; PART IV Organizational behaviour

12 Ethics and management: the essential philosophical and psychological basis of ethical management driven by a progressive company; 13 Mindfulness as a mediator between the effective and the ethical manager; 14 A cultural appreciation of diversity of ethical strategies: examples from European business; 15 Employee surveillance and the modern workplace; PART V Marketing and innovation; 16 Ethics and marketing; 17 Deeper into the consumer's mind: market research and ethics; 18 Social and societal marketing: applications for public policy makers and companies; 19 Designing for a better world
PART VI HRM and employee relations; 20 'You take the high road . . .': analysing the ethical dimensions of high performance work systems; 21 Ethical challenges in business coaching; 22 Ethical issues for international human resource management: the case of recruiting the family?; 23 Competency management: between managerial development and ethical questioning; PART VII The ethical future?; 24 Epilogue: towards an ethical future for business?; INDEX

Sommario/riassunto

Events such as Trafigura's illegal dumping of toxic waste in Cote d'Ivoire and BP's environmentally disastrous oil spill in the Gulf of Mexico have highlighted ethical issues in international business at a time when business leaders, academics and business schools were reflecting on their own responsibilities following the global financial crisis. The scope and scale of the global operations of multinational businesses means that decisions taken in different parts of the world have far reaching consequences beyond the national settings where employees are located or where firms are register
