

1. Record Nr.	UNINA9910959920703321
Autore	O'Toole James
Titolo	Good business : exercising effective and ethical leadership // James O'Toole and Don Mayer, editors
Pubbl/distr/stampa	New York, NY, : Routledge, 2010 New York : , : Routledge, , 2010
ISBN	1-136-96365-0 1-283-59122-7 9786613903679 1-136-96366-9 0-203-85062-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (233 p.)
Altri autori (Persone)	MayerDon O'TooleJames
Disciplina	658.4/092
Soggetti	Corporate culture Leadership Management Business & Economics Management Styles & Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A publication of the Institute for Enterprise Ethics."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""GOOD BUSINESS Exercising Effective and Ethical Leadership""; ""Copyright""; ""Table of Contents""; ""Dedication""; ""Foreword""; ""Prologue""; ""Part I: Ethics: the Personal and the Professional""; ""CHAPTER 1. The Content and Practice of Business Ethics""; ""CHAPTER 2. How to do the Right Thing: A Primer on Ethics and Moral Vision""; ""CHAPTER 3. The Psychology of Ethics Education""; ""CHAPTER 4. In Search of Enlightened Business Leaders""; ""CHAPTER 5. Behavioral Ethics in Business Organizations: What the Research Teaches Us""; ""Part II: Organizations and Ethics"" ""CHAPTER 6. Lessons from U.S. History for the 21st Century Corporation: The Changing Structure of Organizations and Role of Managers""""CHAPTER 7. What is the Purpose of the Firm?: Shareholder

and Stakeholder Theories"; ""CHAPTER 8. Corporate Social Responsibility and Corporate Excellence"; ""CHAPTER 9. Doing Good Business: Leadership, and Sustainable Corporate Cultures"; ""Part III: Corporations, Public Policy, and Global Citizenship"; ""CHAPTER 10. The Post-Enron Regulatory Environment: Encouraging Ethical Leadership""  
""CHAPTER 11. Value Creation: The Promise of Sustainable Development""""CHAPTER 12. Business and Public Policy"; ""CHAPTER 13. The Legal and Ethical Environment for Multinational Corporations"; ""CHAPTER 14. The Multinational's Dilemma: Cultures in Conflict"; ""Part IV: A View from the Top"; ""CHAPTER 15. A Call for Values-Based Leadership"; ""Epilogue"; ""Contributors"; ""Acknowledgments"; ""Index""

---

## Sommario/riassunto

This illuminating and practical collection of essays addresses the increasingly important topics of corporate ethics, social responsibility, and sustainability in the context of effective global business strategies. Instead of condemning business, or exhorting corporate leaders to "do good," the authors deal with the "hot button" issues of our time in a cool and rational manner, seeing them as opportunities rather than as problems. As the authors illustrate, there is no necessary trade-off between business leaders doing the right thing, on one hand, and the profitable thing, on the other. They demonstrate that ethics is not peripheral, or in addition to, the central concerns of business. To the contrary, ethics and good citizenship are at the heart of all good business strategies, decisions, and organizational cultures. These essays offer useful examples of how executives can create strategies and cultures that are, both and at the same time, ethical and effective--the essence of GOOD BUSINESS. A PUBLICATION OF THE INSTITUTE FOR ENTERPRISE ETHICS Daniels College of Business, University of Denver

---