

1. Record Nr.	UNISALENTO991001004549707536
Autore	Dall'Ara, Giancarlo
Titolo	Comunicazione e marketing / : nuove idee per la formazione turistica / Giancarlo Dall'Ara, Lubiano Montaguti ; introduzione di Pier Antonio Rivola
Pubbl/distr/stampa	Milano : Angeli, 2000
ISBN	8846421442
Descrizione fisica	204 p. ; 23 cm.
Collana	Esperienze formative
Altri autori (Persone)	Montaguti, Lubiano
Soggetti	Comunicazione e Marketing
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In testa al front.: Regione Emilia-Romagna, Assessorato Lavoro, Formazione, Scuola e Università ; IAL Emilia-Romagna, Scuola regionale di ristorazione e alberghiera di Cesenatico.

2. Record Nr.	UNINA9910786498203321
Autore	Haukur Ingi Jonasson
Titolo	Project ethics / / Haukur Ingi Jonasson and Helgi Thor Ingason
Pubbl/distr/stampa	London : , : Routledge, , 2016
ISBN	1-351-90853-7 1-315-24593-0 1-283-80500-6 1-4094-1097-8
Descrizione fisica	1 online resource (157 p.)
Collana	Advances in project management
Altri autori (Persone)	IngasonHelgi Thor
Disciplina	174/.4
Soggetti	Project management - Moral and ethical aspects Project management - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Gower Book"--Cover. First published 2013 by Gower Pub.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; List of Figures; About the Authors; Acknowledgements; Introduction; Project Ethics; Book Overview; 1 The Critical Path of Project Ethics; What is Ethics?; The Discipline of Project Management; The Critical Path; Project Ethics; How Ethics is Not 'Just Ethics'; Four Theories; The Nature of Ethical Issues; Business, Engineering and Self-Actualisation; Guides, Books of Knowledge and Ethical Codes; Project Ethics in Practice: Icelandic Survey; Conduct, Demeanour and Management; 2 Outcome-Oriented Ethics: Virtue Ethics; Virtue Ethics; The Origin of Virtue Ethics; Practical Wisdom What to Do?Being Good at What We Do; The Competent Project Leader; Competence and Commitment; Professionalism; Complying with Virtue; 3 Outcome-Oriented Ethics: Utility Ethics; Utility Ethics; Success and Value; Efficiency and Effectiveness; Utility and Project Management Success; Utility and Project Success; Project Success and Project Management Success; Project Success Criteria and Project Success Factors; Multidimensional Critical Success Factor Frameworks; Reinventing Project Management; 4 Process-Oriented Project Ethics: Duty Ethics; Duty and the Rules of the Game Critical Success Factor FrameworksThe Ironic Sense of Responsibility;

The Iron Law of Duty; Minimal and Optimal Responsibilities; Who is to Decide?; Roles and Functions; Fear of Authority; Obligation and Sense of Duty; 5 Process-Oriented Project Ethics: Rights Ethics; Project Management Privileges; Project Rights; Universal Rights; The Social Contract; Claim to Property and Profit; Justice and Opportunity; Appropriate Conduct; Stakeholders and the Project Contract; Sustainability and the Rights of Nature; 6 Project Evaluation and (Ethical) Risks; Conventional Risk Management
Holistic Risk Management
Ethical Project Risk Management; The New Field of Project Ethics; Wide Paths and Narrow Paths; Heading Towards the Future along the Critical Path; The Key Agents; Essential Project Elements and Ethical Principles; How to Use the Project Ethics Tool (PET); Two Cases for You to Try Out the PERIA; Conclusions; References; Index

Sommario/riassunto

How relevant is ethics to project management? The book - which aims to demystify the field of ethics for project managers and managers in general - takes both a critical and a practical look at project management in terms of success criteria, and ethical opportunities and risks. The goal is to help the reader to use ethical theory to further identify opportunities and risks within their projects and thereby to advance more directly along the path of mature and sustainable managerial practice.
