

Andreas Suchanek

Unternehmensethik

In Vertrauen investieren



Business ethics addresses the responsibility of corporations. In this book, Andreas Suchanek equates corporate responsibility to the fulfillment of legitimate trust expectations. He shows why these expectations are so important, how it comes to pass that they are often disappointed and what corporations can realistically do – in their own enlightened self-interest – to fulfill these expectations. In this context, a guiding ethical principle applies as the Golden Rule of business ethics: *Invest in the conditions of social cooperation for mutual advantage!*

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2015. XII, 336 pages

ISBN 978-3-16-153165-1
cloth €64.00

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