

Die Besondere Bedeutung Der Unternehmensethik Für Betriebswirtschaftliche Entscheidungsprozesse - Jan Hutterer

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Kaum ein Wirtschaftsthema wird in der Öffentlichkeit so intensiv und kontrovers diskutiert wie Unternehmensethik. Haben Unternehmer eine ethische Verantwortung und Wie ist diese Ethik zu definieren sind Fragen, welche die Gesellschaft immer mehr bewegen. Diese Arbeit zeigt wirtschaftliche und moralische Gründe auf, die für eine ethische Verantwortlichkeit von Unternehmensführern spricht. Sie verdeutlicht, dass Ethik nicht mit Unwirtschaftlichkeit und Wirtschaftlichkeit nicht mit Unethik gleichgesetzt werden kann. Es wird vielmehr argumentiert, dass eine gesunde Mischung aus beiden Komponenten sowohl zu einer nachhaltigen Steigerung der Wettbewerbsfähigkeit, als auch zu einem Arbeitnehmerfreundlicheren Umfeld führen kann.

Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Unternehmensethik, Wirtschaftsethik, Note: 1,5, Universität Hamburg, Veranstaltung: Unternehmensethik, 23 Quellen im Literaturverzeichnis, Sprache: Deutsch, Author: Hutterer, Jan Publisher: GRIN Verlag Illustration: N Language: GER Title: Die besondere Bedeutung der Unternehmensethik für betriebswirtschaftliche Entscheidungsprozesse Pages: 00025 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638342568 Category: Business & Economics : General

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