

Humanism In Business

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An investigation into the possibility of creating a human-centered, value-oriented society based on humanistic principles. What is the purpose of our economic system? What would a more life-serving economy look like? There are many books about business and society, yet very few of them question the primacy of GDP growth, profit maximization and individual utility maximization. Even developments with a humanistic touch like stakeholder participation, corporate social responsibility or corporate philanthropy serve the same goal: to foster long-term growth and profitability. Humanism in Business questions these assumptions and investigates the possibility of creating a human-centered, value-oriented society based on humanistic principles. An international team of academics and practitioners present philosophical, spiritual, economic, psychological and organizational arguments that show how humanism can be used to understand, and possibly transform, business at three different levels: the systems level, the organizational level and the individual level. This groundbreaking book will be of interest to academics, practitioners and policymakers concerned with business ethics and the relationship between business and society. EAN/ISBN : 9780511512322 Publisher(s): Cambridge University Press Format: ePub/PDF Author(s): Spitzeck, Heiko - Pirson, Michael - Amann, Wolfgang

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