Crane & Matten Business Ethics

2 Higher Education

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Introducing Business Ethics

Lecture 1

Crane And Matten Business Ethics

Andy Crane, Dirk Matten

Crane And Matten Business Ethics:

Business Ethics Andrew Crane, Dirk Matten, 2016 The fourth edition of this book introduces business ethics concepts tools and theories then applies them to key stakeholder groups It takes a global approach in a market dominated by US texts The accessible style and thorough pedagogy ensure the book is both student and teacher friendly Business Ethics Andrew International Perspectives on Business Ethics Andrew Crane, Dirk Matten, 2012 **Behavioral Business Ethics** Andrew Crane, Dirk Matten, 2012 **Business Ethics of Innovation** Gerd Hanekamp, 2007-05-06 Firms that operate in a market economy often depend upon innovations in order to achieve competitive advantages that sustainably secure their survival Business ethics is thus largely concerned with questions about the decisional freedoms involved in innovation processes Innovations oftentimes raise novel questions about the role of the state or the structure of society Business ethics needs to provide a framework for balancing the different perspectives values and interests at stake This balance must be achieved at the level of the firm in order to facilitate adequate long term decisions but it should also be sought at higher including regulatory levels Achieving this balance will require an ethical framework for entrepreneurial action The particular disciplines engaged in generating innovations as well as all relevant fields of applied ethics should be involved in the balancing process Business Ethics of Innovation is thus necessarily an interdisciplinary endeavour This volume assesses general questions of how business ethics can help to structure innovations and specifically discusses pharmaceutical innovations as well as innovations in the IT sector Regulation and Best Practices in Public and Nonprofit Marketing Lucica Matei, 2010 The volume contains the papers presented during the 9th International Congress of the International Association on Public and Nonprofit Marketing IAPNM entitled Regulation and Best Practices in Public and Nonprofit Marketing Structured in accordance with the sessions of the mentioned Congress the volume includes papers and relevant contributions on marketing research development in the public administration healthcare and social assistance higher education local development and more generally nonprofit organizations. The social marketing specific issues take an important part of the volume giving the diversity of the approached topics as well as the large number of researchers concerned with this matter Though of small dimensions the contents of the sessions dedicated the revival and reinvention of public marketing must be underlined as well as of the transfer of public marketing best practices to the South Eastern European states Publishing this volume represents a term of the interest expressed by over 40 academic and research groups in Europe and other continents with interests in the public and nonprofit marketing field as well as in other European states bodies that develop specific empirical studies Elements of a Philosophy of Management and Organization Peter Koslowski, 2010-03-10 Managing as a form of human action has an inherent link with philosophy which is also concerned with choosing the right action and the best way to lead our lives Management theory and philosophy can join forces in epistemology the philosophy of knowledge ethics and cultural theory The epistemology of management concerns the question

of how management can improve its ability to create knowledge about managing companies and about using management theory in the task of managing Management ethics investigates the question of what the right management actions are The cultural theory of management examines how corporate culture can increase the cooperation within the firm and how the cultural surplus value of products and brand management can increase the firm's value creation in its products This book introduces the readers to central approaches in this new field which represents a synthesis of management and philosophical New Directions in Business Ethics Andy Crane, Dirk Matten, 2012-03-05 As problems such as corruption financial scandals food safety human rights and pollution continue to hit the headlines business ethics are becoming increasingly central to the global economy In the four volumes of New Directions in Business Ethics Andy Crane and Dirk Matten two of the leading international figures in the field bring together the most critical and up to date academic research in business ethics as it continues to proliferate in new and exciting directions **Engineering Ethics** William Richard Bowen, 2008-11-27 Around the turn of the millennium a young woman with outstanding academic achievements in science and mathematics applied to study engineering at a Eu pean university She had chosen to study engineering particularly because of the opportunities she expected it would give her to make a contribution to the welling of others It happened that the university engineering department to which she applied had just been involved in the design of a vehicle for a world speed record attempt When the young woman visited the university for interview this triumph of technology was presented as being a guintessential example of good engine ing However though it was clear to her that the vehicle was technically ing ious she also recognised that it was of no practical use She concluded that she had misunderstood the nature of engineering and still wishing to help others she changed her plans and studied medicine at which she assuredly excelled This young woman's change of career was undoubtedly a specific loss for en neering Additionally it had a broader tragic dimension for her understanding of the purpose of engineering was more mature than that of the academics she countered Moreover their imbalanced prioritisation of technical ingenuity over helping people is not uncommon within parts of the profession

Corporate Social Responsibility Andrew Crane, Dirk Matten, Laura Spence, 2014 As a relatively young subject matter corporate social responsibility has unsurprisingly developed and evolved in numerous ways since the first edition of this textbook was published Retaining the features which made the first edition a top selling text in the field the new edition continues to be the only textbook available which provides a ready made enhanced course pack for CSR classes Authoritative editor introductions provide accessible entry points to the subjects covered an approach which is particularly suited to advanced undergraduate and postgraduate teaching that emphasises a research led approach New case studies are integrated throughout the text to enable students to think and analyze the subject from every angle The entire textbook reflects the global nature of CSR as a discipline and further pedagogical features include chapter learning outcomes study questions challenges for practice boxes and additional further reading features at the end of each chapter This highly rated

textbook now also benefits from a regularly updated companion website which features a brand new CSR Case Club presenting students and lecturers with further case suggestions with which to enhance learning lecture slides updates from the popular Crane and Matten blog links to further reading and career sites YouTube clips and suggested answers to study questions An Ivey CaseMate has also been created for this book at https www iveycases com CaseMateBookDetail aspx id 335

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