

《Blackwell管理百科全书》

图书基本信息

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内容概要

A thoroughly updated new edition, now reflecting the current business climate of featured countries Features entries from over 220 philosophers, theologians, social scientists, management professors, and practitioners Maintains the standard terms and concepts in business ethics Interweaves the lessons learned from recent instances of financial malfeasance by companies such as Enron, WorldCom, Global Crossing, and Tyco Includes many new subjects such as corporate citizenship, the Sarbanes – Oxley Act, and socially responsible investing Contains entries pertaining to the increasingly sophisticated technology and science of today's world: E – Business, Internet and Business Ethics, nanotechnology, and biodiversity

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