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Diplomarbeit aus dem Jahr 2011 im Fachbereich BWL - Unternehmensethik, Wirtschaftsethik, Note: sehr gut, Hochschule Mittweida (FH) (Wirtschaftswissenschaften), Veranstaltung: -, Sprache: Deutsch, Abstract: Das Buch beschäftigt sich mit der ethischen Verantwortung von Unternehmen, welche sich einerseits im Wertmanagement und andererseits im Umgang mit internen und externen Interessengruppen widerspiegelt. Ausgehend von der Identifikation wesentlicher Ursachen der modernen wirtschaftsethischen Diskussion und der Vorstellung anerkannter wirtschaftsethischer Ansätze, verfolgt die Arbeit das Ziel, Anknüpfungspunkte zur praktischen Umsetzung aufzuzeigen sowie die Bedeutung der Wirtschafts- und Unternehmensethik für die Überlebensfähigkeit von Unternehmen herauszustellen.

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