



**Unternehmensethik: Nachhaltigkeit. Vertrauen.
Werte. Transparenz. Umwelt (Essential Managers)
(German Edition)**

Linda Ferrell, O. C. Ferrell

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Was ist richtig, was ist falsch? Unternehmensethik ist nicht gleichzusetzen mit persönlichen ethischen Werten wie Aufrichtigkeit, Fairness, Hilfsbereitschaft, es geht um das korrekte Handeln eines Unternehmens. Unternehmensethik ist auch der Schlüssel für den wirtschaftlichen Erfolg. Sie sollte daher grundlegend für das Verhalten und für alle Arbeitsprozesse eines Unternehmens sein - sowohl nach innen wie nach außen. Was sind wichtige Werte in einem Unternehmen? Wie lassen sie sich einführen, trainieren und dauerhaft umsetzen? Wie kommuniziert man sie nach außen?

Das Buch gibt Schritt-für-Schritt-Anleitungen, Tipps und Checklisten und führt den Leser zu den Schlüsselfragen einer zeitgemäßen Unternehmensethik.

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