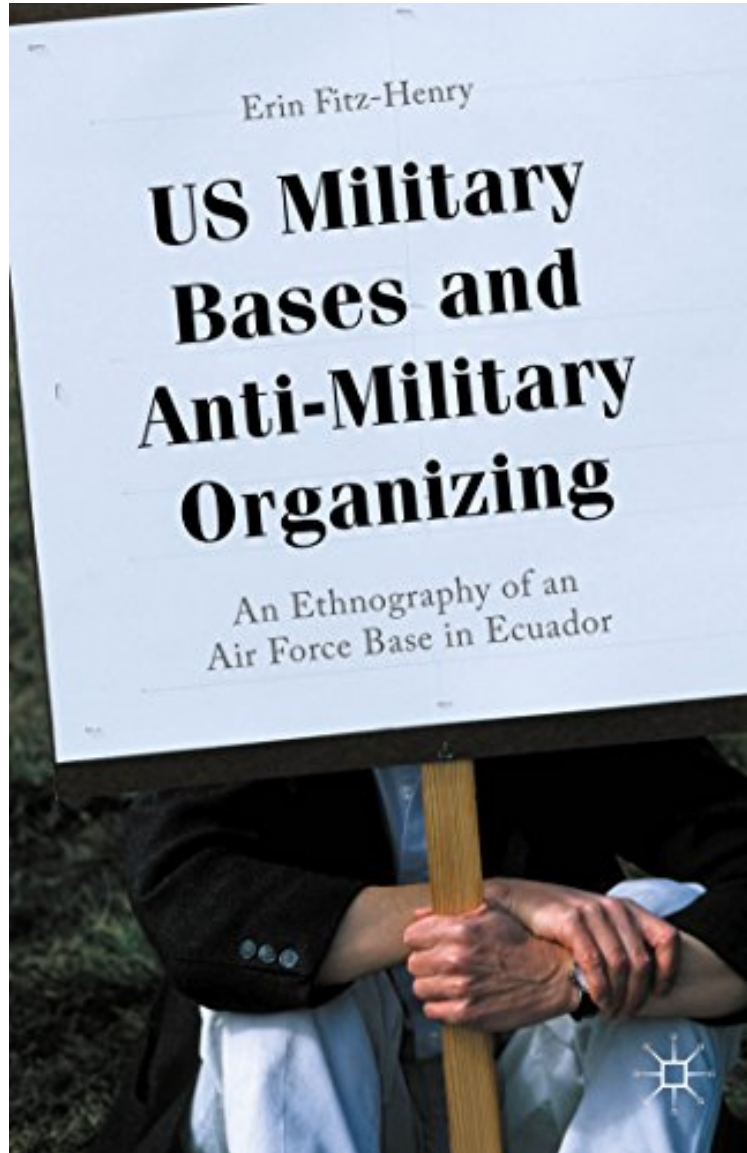


[Read now] The Purpose of Business: Contemporary Perspectives from Different Walks of Life

## The Purpose of Business: Contemporary Perspectives from Different Walks of Life

*From Palgrave Macmillan*

*\*Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

2015-10-07 2015-10-07File Name: B017KUOOY0 | File size: 66.Mb

**From Palgrave Macmillan :** The Purpose of Business: Contemporary Perspectives from Different Walks of Life before purchasing it in order to gage whether or not it would be worth my time, and all praised The Purpose of Business: Contemporary Perspectives from Different Walks of Life:

Business is a vital institution for a flourishing society, but there is mounting concern about its role in distorting wealth distribution, enabling and rewarding unethical behaviour, and despoiling the natural environment. A Consortium was formed in 2009 under the leadership of David Gautschi to bring together academics, business people, and interested members of society from around the world to discuss two questions: what is the purpose of business, and what is the role of the business school in the academy? Consortium Fellows gathered in eight sessions over five years from 29 countries to discuss, debate, and share perspectives on these questions. The Purpose of Business is an edited collection drawing from the perspectives of these sessions, with contributors from North America, South America, Europe, and Asia bringing culturally and intellectually diverse perspectives on these critical questions. This multifaceted work offers an exploration of business in relation to religion, art, neuroscience, geopolitics, energy, and beyond to inspire a better understanding of the role of business in the 21st century interconnected world.

"Erisman and Gautschi have put together a thought-provoking volume to address one of the most compelling questions of the 21st Century: How do businesses with simple goals contribute to a society with complex problems? I believe their work will drive changes in how we think and what we do in business schools all over the world." S. Andrew Starbird, Dean and Professor of Operations Management Information Systems, Santa Clara University, USA "It has never been more important than it is today for businesses to have a purpose that extends far beyond just maximizing shareholder financial value. The many constituencies of business are hungry for companies committed to operating with purpose. This book helps students of business explore, develop and articulate the values that support the noble profession of business." Steve Reinemund, Retired Chairman and CEO, PepsiCo and Executive in Residence, Wake Forest University, USA "An excellent book! A trumpet call summoning business and business schools to deliver not merely money and profits but also genuine and full-orbed service to society." Prabhu Gupta, Retired Executive Director, Organisational Development, WOLFSBERG "This is an important book. It proves that to aim just for the bottom line is to aim too low. It's a call to really think about business and how it could truly benefit investors, workers and society." William Baker, PhD, Director Bernard Schwartz Center, Fordham University, USA and President Emeritus, WNET, New York About the Author Denise Daniels, Seattle Pacific University, USA Albert Erisman, Seattle Pacific University, USA Adriana Fabrega, El Castillo, Argentina Fabian Fabrega, El Castillo, Argentina David Gautschi, Fordham University, USA Philippe Naert, Oxford Policy Management Limited, UK Indira Parikh, Foundation for Liberal and Management Education (FLAME), India Patrick Ryan, Fordham University, USA Hersh Sheffrin, Santa Clara University, USA Jonathan Story, INSEAD, France Jeff Van Duzer Seattle Pacific University, USA