

The New Business of Business (Paperback)

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Reviews

A must buy book if you need to adding benefit. It is actually writter in basic phrases and never difficult to understand. I found out this book from my dad and i advised this publication to find out. (Miss Camila Schuppe III)

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THE NEW BUSINESS OF BUSINESS (PAPERBACK)



BERRETT-KOEHLER, United States, 1997. Paperback. Condition: New. Language: English . Brand New Book. The business of business is business! For many years, this credo, articulated by General Motors President Alfred T. Sloan, Jr., in 1923, has justified virtually every decision made in the business world. Especially in the United States, there was little doubt that the function of the private sector was to provide for the needs of society and to generate wealth. Other matters would be dealt with by public-sector bodies and agencies. To be sure, corporations were called upon to assume a reasonable degree of social responsibility, and the work environment was to be less regimented than in the past, and more encouraging of self-actualization. But both of these were subject to, and to an extent justified by, improvement in the financial bottom line. But as the world rushes toward the end of the millennium, many people see increasing signs that some sort of fundamental change is taking place. Some trends are clearly with us and generally assumed to be positive-globalization. Other trends are less positive and are, so far, unyielding to remedial efforts-increasing inequality, progressive destruction of the natural environment, increasing concentration of power and wealth, rising unemployment and underemployment together with jobless growth. Meanwhile, there is spreading talk of a new paradigm in the business world, and behind that of emergence of a new worldview. This new world view mandates that we transcend the traditional view of the role of business. Since 1992, the World Business Academy has published an impressive number of articles aimed at exploring aspects of this emerging new paradigm in its quarterly journal Perspectives on Business and Global Change. This edited volume collects twenty-one of these essays from...

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