

News from



CAMBRIDGE
UNIVERSITY PRESS

HUMANISM IN BUSINESS

Heiko Spitzeck

University of St Gallen, Switzerland

Wolfgang Amann

University of St Gallen, Switzerland

Ernst von Kimakowitz

University of St Gallen, Switzerland

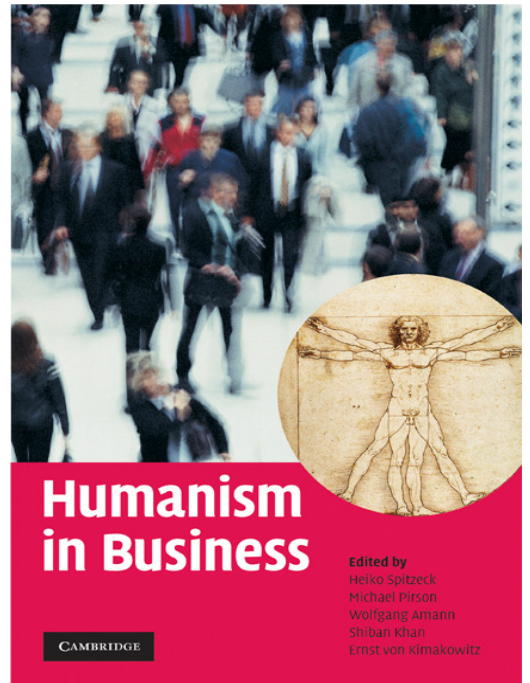
Michael Pirson

Harvard University, Massachusetts

Shiban Khan

University of St Gallen, Switzerland

What is the purpose of our economic system? What would a more life-serving economy look like? There are many books about business and society, yet very few of them question the primacy of GDP growth, profit maximization and individual utility maximization. Even developments with a humanistic touch like stakeholder participation, corporate social responsibility or corporate philanthropy serve the same goal: to foster long-term growth and profitability. *Humanism in Business* questions these assumptions and investigates the possibility of creating a human-centered, value-oriented society based on humanistic principles. An international team of academics and practitioners present philosophical, spiritual, economic, psychological and organizational arguments that show how humanism can be used to understand, and possibly transform, business at three different levels: the systems level, the organizational level and the individual level. This groundbreaking book will be of interest to academics, practitioners and policy-makers concerned with business ethics and the relationship between business and society.



- AVAILABLE DECEMBER 2008 -

To order, please see the reverse or visit us at cambridge.org/us

Contents

List of figures; List of tables; List of editors and contributors; The Humanistic Management Network: paving the way towards a life-serving economy; Introduction Michael Pirson, Ernst von Kimakowitz, Heiko Spitzbeck, Wolfgang Amann and Shiban Khan; Part I. Philosophic-Historical Grounding of Humanism: 1. Philosophical grounds of Humanism in economics Julian Nida-Rümelin; 2. The Humanist tradition Matt Cherry; 3. Humanism and culture: balancing particularity and universalism among the world's religions Greg Epstein; 4. A requisite journey: from business ethics to economic philosophy Claus Dierksmeier; 5. The global economy from a moral point of view Stephen B. Young; 6. The implications of Humanism for business studies Omar Aktouf and W. David Holford; 7. Current trends in Humanism and business Domènec Melé; Part II. Towards an Integration of Humanism and Business on a Systems Level: 8. Towards a civilized market economy: economic citizenship rights and responsibilities in service of a humane society Peter Ulrich; 9. Development as freedom - individual freedom as a social commitment Amartya Sen; 10. On corporate responsibility for human rights Klaus M. Leisinger; 11. The value shift: merging social and financial imperatives Lynn Sharp Paine; 12. The ugly side of capitalism: what the young generation needs to combat Ulrich Steger; Part III. Humanistic Management: 13. Democratizing the corporation Allen L. White; 14. Social entrepreneurship – a blueprint for humane organizations? Michael Pirson; 15. Humanism at work: crucial organizational cultures and leadership principles Claudia Peus and Dieter Frey; 16. Positive organizational scholarship: embodying a humanistic perspective of business Miguel Pereira Lopes, Miguel Pina e Cunha, Stephan Kaiser and Gordon Müller-Seitz; 17. Corporate sustainability as an indicator for more humanism in business? A view beyond the usual hype in Europe Oliver Salzmänn, Aileen Ionescu-Somers and Ulrich Steger; 18. Changing direction - corporations as ambassadors of the environment? Oliver Rapp; Part IV. The Individual as a Change Agent for a Humane Business Society: 19. Ethical codes at work Adrian Henriques; 20. The daunting challenges of globalization and the power of individuals in cross-stakeholder networks for a humanistic face of globalization Jean-Pierre Lehmann; 21. The leader as responsible change agent: promoting Humanism in and beyond business Thomas Maak and Nicola Pless; 22. Quiet leadership - a way to sustainable positive change Joe Badaracco; 23. Everyone a changemaker: social entrepreneurship's ultimate goal William Drayton; 24. Social business entrepreneurs are the solution Muhammad Yunus; 25. Concluding observations Ernst von Kimakowitz, Michael Pirson, Heiko Spitzbeck, Wolfgang Amann and Shiban Khan; Index.

20% DISCOUNT ORDER FORM ME8HUMB OFFER GOOD UNTIL JANUARY 31, 2009

978-0-521-89893-5 Spitzbeck et al.- *Humanism in Business* Hardback List: \$99.00 **Disc: \$79.20**
978-0-521-72762-4 Spitzbeck et al.- *Humanism in Business* Paperback List: \$39.99 **Disc: \$31.99**

Publication: December 2008 pp. 480

TERMS OF THE OFFER: All individual orders must be prepaid by check or money order or charged on American Express, Visa card or MasterCard (libraries excepted). The use of a credit card will expedite your order. Canadian residents, add 5% GST. Shipping and handling charges for North America are \$6.00 for the first book and \$1.75 for each additional book. Outside North America (only credit card orders accepted) - \$9.00 for first book, \$5.00 for each additional book (surface mail).

* All prices are in US dollars.

Name _____	Total prices from above \$ _____
Address _____	Add NY/CA Sales tax \$ _____
City _____	Canadians add 5% GST \$ _____
State _____ Zip _____	Add shipping charges \$ _____
Institution _____	Net Total \$ _____

Payment Enclosed \$ _____

Visa MasterCard American Express

Credit Card Number _____

Expiration Date _____

Signature _____

RETURN TO:

ORDER DEPT • CAMBRIDGE UNIVERSITY PRESS • 100 BROOK HILL DRIVE • WEST NYACK, NY 10994

TOLL-FREE: (800) 872-7423 / FAX: (800) 937-9600

<http://cambridge.org/us>