



Humanism in Business Series

Hardback 9780230300552

Nov 2013 £70.00 105.00\$ 121.00CAN\$

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World Humanism

Cross-cultural Perspectives on Ethical Practices in Organizations

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About the book

In today's era of increasing globalization, companies are confronted with differing value systems in the countries where they operate. From marketing to employee retention, demonstrating sensitivity toward locally specific solutions has proved essential in various aspects of business and management time and again. Humanistic management goes a step further than the mere cultivation of sensitivity towards indigenous particularities in business transactions. It promotes the presence of three inter-related and inter-dependent dimensions, namely: unconditional respect for the dignity of all humans in all forms of business interactions, ethical reflection as an integrated part of all business decisions and the seeking of normative legitimacy for corporate activities. While it is logical to expect both subtle and stark differences in interpreting the nuances of humanistic management across different settings, its principles can be applicable in any given setting, regardless of contextual specificities. *World Humanism: Cross-cultural Perspectives on Ethical Practices in Organizations* explores what is distinctive about humanistic management practices around the world. In order to do so, it examines the nature and occurrence of humanistic management practices within businesses and other organizations across the world. It also determines whether a common underlying theme of humanistic management occurs across cultures, and can thus serve as a basis for value management on a global level.

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