

Andreas Suchanek

Unternehmensethik

In Vertrauen investieren

[Business Ethics. Investing in Trust.]

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Business ethics addresses the responsibility of corporations. In this book, Andreas Suchanek equates corporate responsibility to the fulfillment of legitimate trust expectations. He shows why these expectations are so important, how it comes to pass that they are often disappointed and what corporations can realistically do – in their own enlightened self-interest – to fulfill these expectations. In this context, a guiding ethical principle applies as the Golden Rule of business ethics: *Invest in the conditions of social cooperation for mutual advantage!*

Andreas Suchanek Geboren 1961; Studium der VWL an den Universitäten Kiel und Göttingen; 2004–09 Inhaber der Forschungsprofessur »Sustainability and Global Ethics« an der HHL-Leipzig Graduate School of Management; seit 2009 Inhaber des Dr. Werner Jackstädt-Lehrstuhls für Wirtschafts- und Unternehmensethik an der HHL; Vorstand des Wittenberg-Zentrums für Globale Ethik.



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