



Good company [business success in the worthiness era /

Bassi, Laurie J. (Laurie Jo) (1954-)

Berrett-Koehler Publishers, c2011

Corporations- Corporations- Management- Management- Business ethics Social responsibility of business Success in business-

Monografía

<https://rebiunoda.pro.baratznet.cloud:38443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhemF0ei5yZW4vODQzNTkxNg>

Título: Good company [Recurso electrónico] business success in the worthiness era Laurie Bassi ... [et al.].

Edición: 1st ed

Editorial: San Francisco, Calif. Berrett-Koehler Publishers c2011

Descripción física: xii, 279 p.

Mención de serie: E-Libro

Bibliografía: Includes bibliographical references and index

Contenido: The worthiness imperative -- The economic imperative -- The social imperative -- The political imperative -- Goodness matters -- Ranking companies -- The good employer -- The good seller -- The good steward -- The worthiness era -- A hopefully idealistic vision

Detalles del sistema: Modo de acceso: World Wide Web

Fuente de adquisición directa: E-Libro

ISBN: 9781609940638 9781609940614 9781609940621 e-book)

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es