



The New Business of Business (Paperback)

By -

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 of the economy, continued economic growth, spreading democratization, accelerating technological advance, burgeoning global communication. Other trends are less positive and are, so far, unyielding to remedial efforts-increasing...



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