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Corporate Responsibility for Wealth Creation and Human

Georges Enderle

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Georges Enderle proposes a radically new understanding of corporate responsibility in the global and pluralistic context. This book introduces a framework that integrates the ideas of wealth creation and human rights, which is illustrated by multiple corporate examples, and provides a sharp critique of the maximizing shareholder value ideology. By defining the purpose of business enterprises as creating wealth in a comprehensive sense, encompassing natural, economic, human and social capital while respecting human rights, Enderle draws attention to the fundamental importance of public wealth, without which private wealth cannot be created. This framework further identifies the limitations of the market institution and self-regarding motivations by demonstrating that the creation of public wealth requires collective actors and other-regarding motivations. In line with the UN's Guiding Principles on Business and Human Rights, this book provides clear ethical guidance for businesses around the world and a strong voice against human right violations, especially in repressive and authoritarian regimes and populist and discriminatory environments.

Dedication; List of Figures, Tables and Boxes; Preface; Acknowledgments; About the Author; 1. Introduction and Overview; 2. The Context of Globalization, Sustainability and Financialization; Part I. Wealth Creation: The Purpose of Business and the Economy: 3. Semantics and the Wealth of Nations; 4. Wealth Includes Natural, Economic, Human and Social Capital; 5. Wealth is a Combination of Private and Public Wealth; 6. Wealth Creation Is about Producing and Distributing Wealth; 7. Creating Wealth Involves Material and Spiritual Aspects; 8. Creating Sustainable Wealth in Terms of Human Capabilities; 9. Creating Means Making Something New and Better; 10. Wealth Creation Needs Self-Regarding and Other-Regarding Motivations; Part II. Human Rights as Public Goods in Wealth Creation: 11. All Internationally Recognized Human Rights are at Stake; 12. Human Rights Constitute Minimal Ethical Requirements; 13. Cost-Benefit Considerations about Human Rights as Goals, Means and Constraints; 14. Human Rights as Public Goods; Part III. Implications of Wealth Creation and Human Rights for Corporate Responsibility: 15. The Ethics of Business Organizations Is Called Corporate Responsibility; 16. The Moral Status of the Business Organization; 17. Mapping Corporate Responsibilities; 18.

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'Enderle builds important bridges for a comprehensive understanding of corporate responsibility for companies operating in China and worldwide, illustrated with numerous case

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