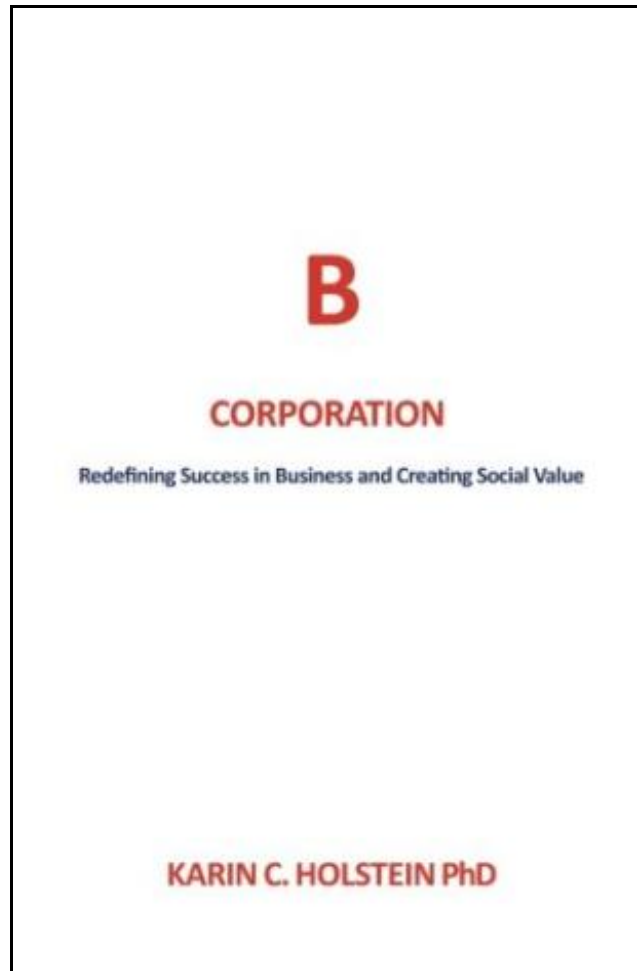


## Business Ethics For A New Economy Redefining Success in Business and Creating Social Value



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Xlibris, Corp. Paperback. Book Condition: New. Paperback. 78 pages. Dimensions: 8.5in. x 5.5in. x 0.2in. Business Ethics for a New Economy Capitalism as is has served us well in the past and produced great wealth, but at a terrible price to the environment. Corporations arrived at the height of their growth and made enormous fortunes by abusing their power and doing business at all cost. The environment and humankind are paying a high price for their progress. They have endangered and depleted our vital resources such as our fertile soil and clean water, affected the world economy, and led to instability and conflict in many nations. The world is suffering from a global burnout. These are all symptoms of the same illness: greed. Corporate greed and corruption have led us into a world crisis. The crisis is not just caused by pollution or the use of technology but represents a crisis of the whole life system. The pollution and destruction of our natural resources are only the symptoms and consequences of the underlying problems. The problem itself is an ethical one. The old ethics in business of I want it now and more does not work anymore, we have seen what it has done to our lives and the economy. We need to create new social value and practice business in such a manner that helps to eradicate poverty and not solely for the sake of our own survival. The B Lab, a nonprofit, has created a new model, the B Corporation, which simultaneously creates social value and will redefine success in business. It is an alternative to traditional corporations, which only maximize profits for shareholders. The B Corporation is a new type of corporation that uses the power of business to solve environmental and social problems. It is a legal...



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