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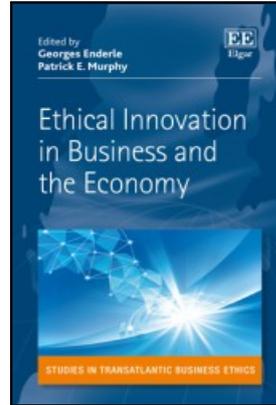
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Ethical Innovation in Business and the Economy

Studies in TransAtlantic Business Ethics series

Edited by Georges Enderle, John T. Ryan Jr. Professor of International Business Ethics and Patrick E. Murphy, Professor of Marketing, Mendoza College of Business, University of Notre Dame, US

Innovation has become a buzzword that promises dramatic changes in almost every field of business. Absent from this attention is a serious discussion of the ethical sides of dramatic change. To address this, editors Georges Enderle and Patrick E. Murphy gather a team of experts to fully examine the ethics of innovation within business and the economy in this standout addition to the Studies in TransAtlantic Business Ethics series.



'One of the strengths of the book is that it combines a conceptual clarification of what ethical innovation means – and why it is needed – with discussions of actual ethical innovations at each of the different responsibility levels in business ethics (the individual, organizational and systemic level).'

– Geert Demuijnck, EDHEC Business School, France

'Innovation in business is not new. But innovation is new in the business ethics literature. This is the first book I know of that examines both innovation in business ethics and ethical aspects of innovation in business. New ways of doing business and many of the changes brought about by technology and globalization raise ethical issues too often ignored by those in business ethics until there is a crisis or scandal. This ground-breaking group of chapters opens up a new area for research and investigation by those in business ethics and those with an interest in ethics in business.'

– Richard De George, Distinguished Professor Emeritus, University of Kansas, US

'This book helps us rethink our assumptions about ethics. Do you equate "ethics" with rules that regulate behavior? Drop that assumption! The bright line between imagination and ethics needs erasing. To be sure, imagination launches self-driving cars, iPads, and video games. But imagination also launches new models of ethical leadership, creative partnerships between business and government, and clever incentive systems that block conflicts and avoid financial crisis. Written by authors who are at the pinnacle of the business ethics world, Ethical Innovation in Business and the Economy is a first-mover in the new world of ethical innovation.'

– Thomas Donaldson, University of Pennsylvania, US

'This book draws together some important concepts in both conceptual and practical terms. Business ethics, innovation, and creativity are overdue such a text which interrogates them individually and collectively. What I value most about Ethical Innovation in Business and the Economy is the way it pulls together the old and the new to great advantage. Integrating traditional moral theory with contemporary and emerging social, commercial, economic, and technical challenges allows for new and engaging insights based in high levels of scholarship. I would also recommend it as a book which goes beyond the usual Western context and covers micro, meso, and macro perspectives. Ethical Innovation in Business and the Economy is a great read and I would encourage anyone interested in one of its multiple perspectives to broaden their horizons by taking a look.'

– Laura J. Spence, Royal Holloway, University of London, UK

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