

Zsolnai, Laszlo (ed.)

## Handbook of Business Ethics

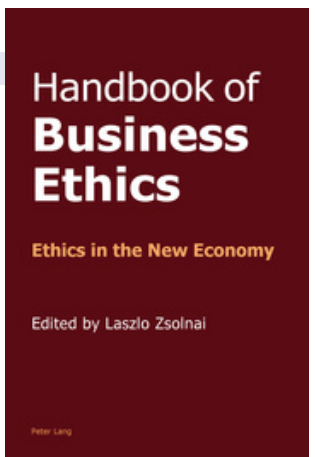
Ethics in the New Economy

Oxford, Bern, Berlin, Bruxelles, Frankfurt am Main, New York, Wien, 2013. XVI, 273 pp.

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### Book synopsis

*The Handbook of Business Ethics* is a substantially revised new edition of *Ethics in the Economy*, currently in its third printing. With new content and revised material, the contributors rally against the concept that ethics is only an instrument for improving business efficacy. They see ethics as fundamental to all levels of economic activity, from individual and organizational to societal and global.

Globally, the ethicality of economic actions is often highly questionable and in many respects unacceptable. The ethical nature of the economy should be considerably improved, but there is an inherent paradox: if we want to develop the ethicality of our economic affairs only as a means of achieving higher efficiency, in the final analysis we will fail. We have the chance to improve the ethical quality of our economic activities only if our motivation is genuinely ethical, that is, only if we want to realize ethical conduct for its own sake.

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### About the author(s)/editor(s)

Laszlo Zsolnai is professor and director of the Business Ethics Center at the Corvinus University of Budapest. He is chairman of the Business Ethics Faculty Group of the CEMS - The Global Alliance in Management Education.

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