

# Contents

Acknowledgements		ix
Preface		xi
Prologue: From Optimization to Transformation – My Path to the Wellspring of Rationality, Morality and Spirituality		I
PART 1: Morals and Ethics		
ESSAY	Ethics in the Limelight	27
CHAPTER 1	Morals, Ethics and Shared Values	31
CHAPTER 2	Ethics as Shared Values and Consensus	45
CHAPTER 3	Rationality and Ethics	61
CHAPTER 4	Theory and Practice of Business Ethics in Denmark	75
PART 2: Ethical Accounting		
ESSAY	Why We Call it <i>Ethical</i> Accounting	83
CHAPTER 5	Ethical Accounting: History, Theory and Practice	85
CHAPTER 6	The Ethical Accounting Statement	101
CHAPTER 7	The Broad Context for Ethical Accounting	111
PART 3: Values and Leadership		
ESSAY	When Values are not just Money	127
CHAPTER 8	Values in Leadership	131
CHAPTER 9	From Control to Values	145

## Part 4: Identity

ESSAY	A Reflection on the Good Life – Know Thyself	171
CHAPTER 10	Corporate Reputation: Image and Identity	175
CHAPTER 11	Can Corporations have Consciousness?	191
CHAPTER 12	Conflicts between Economics and Ecology	201

## Part 5: Responsibility

ESSAY	Irresponsible and Insensitive Unibank	225
CHAPTER 13	Socially Responsible and Accountable Enterprise	229
CHAPTER 14	Spirituality as the Basis of Responsible Leaders and Companies	245

## Part 6: Spiritual-based Leadership

ESSAY	<i>Why</i> Spiritual-based Leadership in Business?	269
CHAPTER 15	Spirituality as the Context for Leadership	275
CHAPTER 16	Leading with Wisdom	299

Appendix		313
----------	--	-----

Index		317
-------	--	-----