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Unternehmensethik fragt danach, welche Kriterien Entscheidungen in Unternehmen zugrunde liegen außer rein ökonomischen. Jeder Unternehmer trägt eine gesamtgesellschaftliche Verantwortung, gegenüber Kunden, Mitarbeitern, Lieferanten, Anteilseignern und vielen weiteren Beteiligten. Dieser Ratgeber enthält eine Zusammenfassung der aktuellen Diskussion um Unternehmensethik. Zudem bietet er zahlreiche Anregungen für den eigenen Lösungsweg und die Umsetzung im eigenen Betrieb.

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