

*The series Management in Society treats academic and practical subjects in the fields of business ethics and corporate social responsibility, with the aim of deepening theoretical understanding and offering practical support to directors and managers. The series originated from the strategic alliance between the European Institute for Business Ethics, a division of Nyenrode Business Universiteit, and Pricewaterhouse Coopers' Sustainability Solutions Department.*

## **Ethics & Business**

Today, being designated a 'good company' entails not only striving for continuity and profitability, but also having an eye on integrity and social responsibility. Companies are increasingly called to account on their role in society and their environmental impacts. Public debates and stakeholder dialogues on these issues abound. Societies are becoming more complex, and companies are constantly confronted with new dilemmas, resulting from new scientific and technological developments and globalisation.

*Ethics & Business* describes and analyses these developments from an ethical perspective, involving comprehensive casuistry. Strategies and tools are discussed that help businesses improve the ethical quality of their decision making, such as integrity training and social and ethical audits. The book offers a fundamental framework for understanding the recent developments in integrity management and corporate social responsibility and how to put these into practice.

In 2002, *Ethics & Business* won the J.J.F. van den Bergh Prize for best book in applied behavioural science. The jury wrote:

"In spite of its complex subject matter, the book's pleasant writing style and the inclusion of easily recognisable examples make it very readable. *Ethics & Business* is highly recommended to every entrepreneur who, as any entrepreneur should, engages in self-reflection and reflection on the business' actions from time to time. This type of book should be part of every self- and society-respecting company's library."

This English edition is based on the sixth Dutch edition, that was completely updated and revised in 2006.

### **Editor**

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