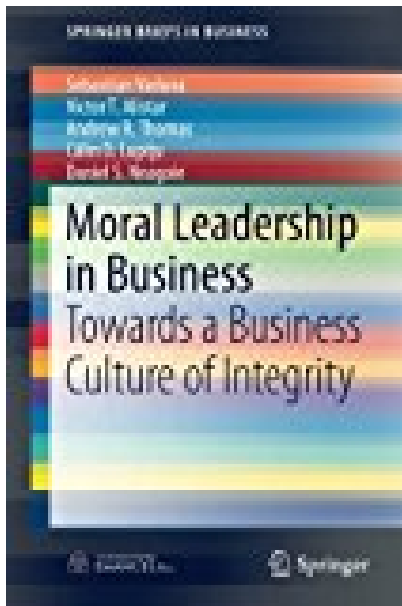


Moral Leadership in Business Towards a Business Culture of Integrity SpringerBriefs in Business



BOOK DETAILS

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BOOK SYNOPSIS

This brief explores the concept of moral leadership in organizations. Specifically, it examines ways in which companies can strengthen their reputation in the market and increase performance by taking leading positions in the realm of business ethics. It presents research from top scholars of Eastern Europe contemplating the future of our global information and knowledge society. How will the economic power nexuses of the world shift in the foreseeable future? Are we becoming so interconnected and at the same time divided that social capital (together with business integrity and customer feedback) may matter more than money and resources? How will education and creativity bridge the shrinking gap between producers and consumers? Such questions and many more are tackled by this brief. In the current global economy, we have never before been more tightly-knit and never before has it been easier to distribute goods as well as ideologies. However, in the global marketplace we are only as good as our word, or our reputation, proves to be. Integrity studies by Transparency International show a correlation between corruption and national threat and lists corruption among the most harmful factors to impact local and regional economies. Therefore, successful businesses cannot afford to simply remain materially successful; they have to consider their community impact and become moral leaders before they can be world leaders in their respective field. Featuring innovative tools, recommendations, case studies and checklists, this brief will be of interest to students, academics, scholars, practitioners and policymakers alike in the fields of leadership, corporate governance, business ethics and corporate social responsibility.

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