

Routledge

Business Ethics,
Sustainable Business and
Corporate Governance

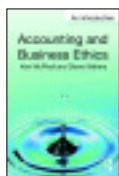
New Titles and Key Backlist



2009

Welcome to the Routledge Business Ethics, Sustainable Business & Corporate Governance Catalogue

New Titles & Key Backlist 2009



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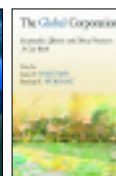
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INSPECTION COPIES



Textbooks marked 'Available as an Inspection Copy' can be sent to lecturers considering adopting them for relevant courses. See the order form at the centre of this catalogue for more information.

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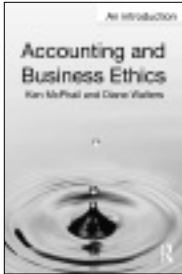
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NEW**Accounting and Business Ethics**

An Introduction

Ken McPhail, University of Glasgow, UK and
Diane Walters, Heriot-Watt University, UK

Despite the enormous impact of Enron on the accounting profession, the general malaise amongst the profession more broadly, and the significant legislative and institutional reforms that have taken place as a result, there are still surprisingly few textbooks on accounting ethics.

This concise introductory text takes a broad view of ethics and accounting, taking into account contemporary social trends, such as globalization and terrorism. Rather than

delineating codes of professional conduct, this text pushes the reader towards an understanding of the nature of ethical dilemmas and the factors that influence the ways in which accountants frame ethical questions.

The book is divided into two parts. The first part focuses on developing thinking about the different kinds of ethical questions that could be posed in relation to accounting. The second part focuses more explicitly on accounting practice, exploring the ethical function of accounting in relation to the market economy, ethics in relation to the accounting profession, and the ethics of the international accounting harmonization project.

Accounting and Business Ethics is a compact introduction aimed at both students and practitioners who want to understand more about the ethics of accounting.

Selected Contents: 1. Introduction 2. Descriptive Perspectives 3. Normative Perspectives 4. Political Moral Philosophy; Accounting Ethics 5. Post & New Modern Perspectives 6. The Function of Accounting & The Morality of the Market 7. The Ethics of Being a Professional Accountant 8. The Ethics of International Accounting 9. Ethics, Intellectual Capital & Accounting Reporting

May 2009: 234 x 156: 240pp
Hb: 978-0-415-36235-1: **£75.00**
Pb: 978-0-415-36236-8: **£21.99**
eBook: 978-0-203-01262-8

NEW**Business Ethics**

Brief Readings on Vital Topics

Archie B. Carroll, University of Georgia, USA

These readings grew out of the author's monthly column on business ethics in the business section of the *Athens Banner-Herald* newspaper. Written in an open and engaging style, the book features topics that are timely, each followed by several thought provoking discussion questions. The book includes readings on the current financial crisis in order to challenge today's students to confront the economic reality in which they will have to live.

An excellent addition to any Business Ethics course.

Selected Contents: 1. Thinking About Business Ethics and Corporate Citizenship 2. Compliance, Companies, and Corporate Governance 3. Ethical Leadership - The Heart of Moral Direction 4. Ethics Issues and Guidelines for Decision Making 5. Spirituality and Business Ethics 6. Ethics, Organizations, and Management 7. Stakeholders, Environment and Sustainability 8. Employee Stakeholders 9. Consumer Stakeholders 10. Global Topics in Business Ethics

June 2009: 235 x 156: 288pp
Hb: 978-0-415-80206-2: **£55.00**
Pb: 978-0-415-99736-2: **£16.99**

Other Business catalogues currently available from Routledge

NEW**AIDS and Business**

Saskia Faulk and **Jean-Claude Usunier**, both at University of Lausanne, Switzerland

Series: Routledge Advances in Management and Business Studies



Complete with an impressive collection of complex background and research on HIV/AIDS and a foreword by Dr. Peter Piot, former Executive Director of UNAIDS, this volume collects and critically analyzes a wide range of international case studies, detailing why and how businesses take action on HIV/AIDS and providing a wealth of information on the impact of the pandemic.

Selected Contents: Foreword by

Dr. Peter Piot, former Executive Director of UNAIDS Case Study One: A Medical Anthropologist in Morocco: Social and Cultural Factors and HIV/AIDS Case Study Two: Addressing a Global Cause in Local Contexts: Country Case Study of HIV/AIDS in Brazil Case Study Three: Mexicom Designs a National Public Health HIV/AIDS Campaign Case Study Four: Ross IVD: Global Marketing Issues for HIV Testing Products and Services Case Study Five: Protectom: Selling Condoms, a Complex Business Case Study Six: Global Pricing and Ethics of Marketing HIV/AIDS Drugs Case Study Seven: Realsource India: HIV/AIDS in the Back Office to the World Case Study Eight: Winthai: Initiating HIV/AIDS Company Action in a Reborn Epidemic Case Study Nine: Woolworths South Africa Case Study Ten: Designing a Company HIV/AIDS Program

February 2009: 229 x 152: 354pp

Hb: 978-0-415-45463-6: **£75.00**

eBook: 978-0-203-87468-4

INSPECTION COPIES

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NEW**Rethinking Capitalism**

Community and Responsibility in Business

Rogene Buchholz, Loyola University New Orleans, Louisiana, USA

Series: Routledge Studies in Business Ethics



Given the world's current financial climate, *Rethinking Capitalism* couldn't come at a better time. With the government bailing out and taking over banks and other financial institutions, many are wondering what kind of capitalism we will end up with. Every day questions arise about whether the government should more actively regulate these institutions, and many are angered by the compensation and severance packages provided to the managers of failed institutions. What are our alternatives?

Rethinking Capitalism questions the assumptions of a capitalist society, offers a new way to understand capitalism, and prescribes a different role for management. Using classical American pragmatism, Professor Emeritus of Business Ethics Rogene Buchholz analyzes the history of capitalistic thought and proposes that we recast management as a profession akin to law or medicine – with a defined code of ethics, oriented toward the public good as well as profit and maximization of shareholder wealth. Buchholz challenges the way we understand capitalism with its emphasis on the creation of economic wealth and growth to the exclusion of all else, and champion a new approach to the creation of a more sustainable and just functioning of the market system, corporate organization, and governance.

January 2009: 229 x 152: 258pp

Hb: 978-0-415-99721-8: **£60.00**

eBook: 978-0-203-88173-6

Called to Account

Fourteen Financial Frauds that Shaped the American Accounting Profession

Paul M. Clikeman, University of Richmond, USA

This book describes fourteen financial frauds that influenced the American public accounting profession and directly led to the development of accounting standards and legislation as practiced in the US today. This entertaining and educational look at these historic frauds helps enliven and increase understanding of auditing and forensic accounting for students.

2008: 229 x 152: 360pp

Hb: 978-0-415-99697-6: **£90.00**

Pb: 978-0-415-99698-3: **£24.99**

eBook: 978-0-203-88448-5

Ethical Dilemmas in Management



Christina Garsten, Stockholm University, Sweden and
Tor Hernes, Copenhagen Business School, Denmark



This exciting new text engages with the issue of ethical dilemmas encountered in different organizations. Rather than exploring the definition of ethical conduct, this book focuses on the way in which the process of organization produces dilemmas of ethical behaviour. Using illustrative accounts from corporate settings as a basis, the book explores the conditions that lead to ethical dilemmas and the strategies

organizations adopt to deal with

these dilemmas or steer away from them. The book suggests that ethical dilemmas are often dealt with by directing attention away from the core problem, rather than engaging with and solving it.

This is a fascinating text, which raises important questions and provides a deeper understanding of the dynamics of ethical processes. A company's ethical behaviour is a major criterion by which the company, its products and services are judged and is therefore crucial to sound management in today's organizations. *Ethical Dilemmas in Management* is essential reading for all students of business and management and ethics.

Selected Contents: 1. Introduction: Dilemmas of Ethical Organizing *Christina Garsten and Tor Hernes* 2. Risk, Responsibility and Conscience *Tore Bakken* 3. White as Snow or Milk? *Tor Hernes, Gerhard E. Schjelderup and Anne Live Vaagaasar* 4. Does Rule-based Moral Management Work? A Case Study in Sexual Harassment *Steve McKenna* 5. Challenges to Leader Integrity *Steven L. Grover and Robert Moorman* 6. Transparency Tricks *Christina Garsten and Monica Lindh de Montoya* 7. The Power of Activism *Deborah L. Spar and Lane T. La Mure* 8. Thoughts and Second Thoughts about Enron Ethics *Ronald R. Sims and Johannes Brinkmann* 9. No Smoke without Fire? *Todd Bridgman* 10. Overmanagement and the Problem of Moral Consciousness *Hervé Laroché* 11. Tying Some Ends Together *Christina Garsten and Tor Hernes*

2008: 234 x 156: 184pp
Hb: 978-0-415-43759-2: **£90.00**
Pb: 978-0-415-43760-8: **£24.99**
eBook: 978-0-203-89156-8

NEW

MAJOR WORK: 5-VOLUME SET

Cross-Cultural Management

Edited by **Tim G. Andrews**, University of Strathclyde, UK and **Richard Mead**

Series: Critical Perspectives on Business and Management

A new title in the Routledge Major Works series, *Critical Perspectives on Business and Management*, this is a five-volume collection of cutting-edge and canonical research on cross-cultural management.

Selected Contents:

Volume One: Theoretical Foundations, Critiques, and Developments 1. Overviews 2. Models 3. Critiques and Developments **Volume Two: The Impact of Culture 1** 4. Values, Ethics, and Justice 5. Well-being, Stress, and Motivation 6. Communication Behaviour **Volume Three: The Impact of Culture 2** 7. Teamwork 8. Leadership and Influence 9. Entrepreneurship 10. Structure, Systems, Strategy, and Change **Volume Four: Managing Cultural Differences** 11. Intelligence and Competence 12. Adaptation and Assimilation 13. Interaction and Conflict **Volume Five: Methodological Considerations** 14. Overviews 15. Design and Pre-collection 16. Contextual Alignment 17. Validation

April 2009: 234 x 156: 2356pp
Hb: 978-0-415-44340-1: **£750.00**

RELATED JOURNAL

Culture and Organization

Official Journal of the Standing Conference on Organizational Symbolism

Editors: **Peter Case**, University of the West of England, UK and **Simon Lilley**, University of Leicester, UK

Volume 15, 2009, 4 issues per year
Print ISSN: 1475-9551 Online ISSN: 1477-2760

Journal of Management, Spirituality & Religion

New to Routledge in 2009

Co-Editors: **Yochanan Altman**, University of Paris (Panthéon-Assas), France, **Jerry Biberman**, University of Scranton, USA, **Louis W. Fry**, Tarleton State University, USA and **Robert A. Giacalone**, Templeton University, USA

Volume 6, 2009, 4 issues per year
Print ISSN: 1476-6086 Online ISSN: 1942-258X

NEW**College Organization and Professional Development**

Integrating Moral Reasoning and Reflective Practice

Edward St. John, University of Michigan, USA

A thought-provoking textbook written for students enrolled in graduate Higher Education and Student Affairs Masters and PhD programs. *College Organization and Professional Development* focuses on the framing of critical issues in organization practice, the gaps between moral beliefs and actions, and improving equity within organizations. It can be used as a text in Organization, Leadership and Professional Practice

courses that seek to integrate a focus on moral leadership and reflection practice. This breakthrough text seeks to revolutionize how we understand ethical practice and provides a new theory that informs practice within organizations. Unlike the majority of Organization textbooks currently available which lack social contextual understanding of moral issues and social justice, this text encourages the use of action research to inform and support change in professional practice.

This textbook is organized into three parts:

Part one: Focuses on the foundations for moral reasoning in practice, introduces the framework used in the book and encourages introspection and reflection as an integral part of professional practice.

Part two: Focuses on frames of professional development, both as frames of reasoning and as developmental pathways, focusing methods of learning moral reasoning and changing organizations that support just practice.

Part three: Focuses on challenges of building communities of practice that support social-critical changes and environmental consciousness.

Selected Contents: Part 1: Moral Reasoning in the Professions 1. Professional Responsibility 2. Social Justice 3. Professional Development 4. Actionable Knowledge
Part 2: Reflective Practice and Organizational Change
 5. Expert Knowledge and Skills 6. Strategy and Artistry
 7. Professional Effectiveness 8. Critical Social Challenges
 9. Transformational Practice **Part 3: Conclusions**
 10. Conclusions

March 2009: 254 x 178: 288pp
 Hb: 978-0-415-99211-4: **£70.00**
 Pb: 978-0-415-99212-1: **£22.99**

NEW**Women on the Line**

Miriam Glucksmann (aka **Ruth Cavendish**), University of Essex, UK



Women on the Line is a pioneering ethnographic classic of the world of work in a British motor components factory. Miriam Glucksmann (aka Ruth Cavendish), a well-known contributor to the study of gender, work and employment, is for the first time revealed as the author, along with the identity of the company, product and factory.

Recording the experience of migrant women from Ireland, the Caribbean, and the Indian subcontinent with the

immediacy of a diary, this is a unique account from an observing participant of the daily routines of repetitive work, a strike led by women from below, and the temporalities of work, home, children and leisure. Glucksmann's vivid narrative of life on the assembly line is combined with an analysis of the intersections of gender, ethnicity and class that prefigures subsequent theoretical advances.

February 2009: 216 x 138: 232pp
 Pb: 978-0-415-47642-3: **£16.99**

FORTHCOMING**Social Decision Making**

Social Dilemmas, Social Values, and Ethical Judgments

Edited by **Roderick M. Kramer**, Stanford University, California, USA, **Ann Tenbrunsel**, Notre Dame University, Indiana, USA and **Max H. Bazerman**, Harvard University, Boston, Massachusetts, USA

Series: Series in Organization and Management



This book, in honor of David Messick, is about social decisions and the role cooperation plays in social life. Noted contributors who worked with Dave over the years will discuss their work in social judgment, decision making and ethics which was so important to Dave.

The book offers a unique and valuable contribution to the fields of social psychology and organizational behavior. Ethical decision making, a central focus of this volume, is highly relevant to current scholarship and research in both disciplines.

July 2009: 229 x 152: 372pp
 Hb: 978-1-84169-899-1: **£44.95**
 eBook: 978-0-203-88853-7

FORTHCOMING IN 2010**Corporate Social Responsibility and Social Entrepreneurship**

How to be a Successful Advocate in Your Company and Community

Manuel London, State College of New York, Stony Brook, USA and **Richard Morfopoulo**

January 2010: 229 x 152: 250pp
Hb: 978-0-415-80128-7: **£70.00**
Pb: 978-0-415-80129-4: **£27.99**
eBook: 978-0-203-87814-9

FORTHCOMING IN 2010**Socially Responsible Investing**

Donald Schepers, Baruch College, City University of New York, USA

Of increasing importance in the last decade, socially responsible investing (SRI) can be described as the important financial aspect of the broader corporate social responsibility (CSR) area. In both Europe and the US pressure is being exerted not only from individual investors, but increasingly by government and policy-making bodies for corporations to report on not just their financial performance but also their performance from a social, ethical, and environmental perspective (the triple bottom line).

With the increase in the number of courses on CSR, SRI is becoming increasingly important in its attempts to measure and influence corporate policy and behavior. As a result there is an increased need for a book which examines the developments in socially responsible investing not simply from an investor's point of view but from a broader academic perspective. This unique book singles out and critically examines the mutual funds which constitute the financial aspect of CSR. It goes on to:

- evaluate the screening methods they employ
- investigate their role in the CSR debate
- examine their efforts to improve communities through community-based investing practices.

Selected Contents: 1. An Overview of the SRI Industry 2. The Debate Over Profits: Do SRI Funds do Worse or Better than their Non-SRI Counterparts? 3. Exclusionary Screens: Governing the Products of Corporations 4. Qualitative Screens: Governing the Processes of Corporations 5. The Validity Question: If we Measure X, how come we get Y? 6. Corporate Governance and Emerging Screens 7. Shareholder Resolutions: Doing Good or Making Money? 8. Community Investing: Putting Money into a Better World 9: Conclusions and Issues for The Future

January 2010: 229 x 152: 224pp
Hb: 978-0-415-39033-0: **£75.00**
Pb: 978-0-415-39034-7: **£21.99**

FORTHCOMING**The Governance of Strategic Alliances**

Antoine Hermens, University of Technology, Sydney, Australia

Series: Routledge Contemporary Corporate Governance



The continual creation of countless strategic alliances amongst major international corporations is one of the defining characteristics of the contemporary market economy. Alliances with governments, competitors, customers, suppliers and a variety of research and educational institutions are necessary when facing rising R & D costs, shortening product life-cycles, the increasing need for global economies and the rapid transformation of technologies. Companies seek to leverage key resources by coupling them with the resources possessed by others.

This key book analyzes the experience of alliance formation and governance in a number of international corporations in a range of industry sectors. Important governance factors explored include:

- the alliance environment
- alliance conditions
- performance
- evaluation
- outcomes.

Alliances can be defined as business relationships between independent firms to pursue important goals where partners pool, exchange or integrate key strategic resources for mutual gain. Critical to the success or failure of strategic alliances is how well they are governed, a topic this book explores in detail.

Selected Contents: Part 1: Understanding Strategic Alliances

1. Introduction 2. Strategic Management Frameworks 3. The Governance of Alliance Tensions 4. Strategic Alliance Performance and Evolution

Part 2: Examining Strategic Alliances 5. Different Alliance Rationalities 6. Alliance Performance and Context 7. Alliance Complexity and Purpose 8. Alliance Power and Governance

November 2009: 234 x 156: 256pp
Hb: 978-0-415-40537-9: **£80.00**
Pb: 978-0-415-40538-6: **£24.99**

FORTHCOMING**Project Governance**

Integrating Corporate, Program and Project Governance

Edited by **Lynn Crawford**, University of Technology, Sydney, Australia and Groupe ESC Lille, France, **Christophe Bredillet** and **Rodney J. Turner**, both at ESC Lille, France

Series: Routledge Contemporary Corporate Governance



Corporate governance has come under intense scrutiny in recent years, following numerous high profile corporate collapses. Shareholders and other stakeholders are demanding increased accountability, transparency and ability to implement strategy. As projects and programs are the vehicles for delivery of corporate strategies, project governance, within the corporate governance framework, has become a hot topic

in organizations.

In the last year or so, project and program governance have become widely used terms in organizations and have been used in titles for several conferences, but there has till now, been no publication that has clearly presented project and program governance concepts and their application in practice. This book meets the needs of researchers, teachers of project management and practitioners whilst also responding to the needs of senior managers, project and program managers in organizations tasked with establishing project governance frameworks. It presents a clear view of what constitutes project governance, how it relates to corporate governance and how it can be deployed in organizations to enhance corporate performance.

November 2009: 234 x 156: 304pp
Hb: 978-0-415-39784-1: **£80.00**
Pb: 978-0-415-39785-8: **£24.99**

**NEW****Internal and External Aspects of Corporate Governance**

Ahmed Naciri, University of Montreal, Quebec, Canada

Series: Routledge Studies in Corporate Governance

An effective system of corporate governance has both internal and external aspects that have to be sufficiently responsive if governance is to succeed. In this book, Ahmed Naciri uses a systemic approach to develop a global picture of the theoretical foundations of corporate governance, mainly by putting the emphasis on its double dimension: internal and external.

Selected Contents: 1. Corporate Governance Internal Mechanisms, Shareholding and Ownership Structure 2. Corporate Governance Internal Mechanisms, the Board of directors and Committees 3. Corporate Governance Internal Mechanisms, Internal Control System 4. Corporate Governance Internal Mechanisms, Risk Management 5. Corporate Governance Internal Mechanisms, Financial Transparency and Financial Reporting 6. Corporate Governance External Mechanisms, Stock Market and Market for Corporate Ownership 7. Corporate Governance External Mechanisms, International Financial Reporting Standards 8. Corporate Governance External Mechanisms, Laws, Regulations and International Agencies' Corporate Governance Principles 9. Corporate Governance External Mechanisms, External Auditing and Credit Rating 10. Corporate Governance External Mechanisms, Moral and Social Values, Trust and Reputation

April 2009: 229 x 152: 288pp
Hb: 978-0-415-77641-7: **£70.00**

FORTHCOMING**Corporate Governance and Resource Security in China**

The Transformation of China's Global Resources Companies

Xinting Jia and **Roman Tomasic**, both at Victoria University, Australia

Series: Routledge Studies in Corporate Governance

Looking at the governance of resources companies in China, this book tackles contemporary issues of resource security and environmental change which are closely related to the depletion of the world's natural resources. It contains case studies of other international resources giants such as BHP Billiton, Rio Tinto, Shell and Chevron to enhance readers understanding of the differences that exist between them and Chinese resources companies.

August 2009: 229 x 152: 202pp
Hb: 978-0-415-45325-7: **£80.00**

FORTHCOMING**European Corporate Governance**

Readings & Perspectives

Edited by **Thomas Clarke**, University of Technology, Sydney, Australia and **Jean-Francois Chanlat**, University of Paris IX Dauphine, France

For decades, Europe has sought to become more financially integrated with the United States and thus European legal institutions, regulatory, governance and accounting practices have faced pressures to adapt to international competitive markets. Against this backdrop, European corporate governance systems have been criticized as being less efficient than the Anglo-American market based systems.

This textbook examines the unique dimensions and qualities of European corporate governance. Reforms of key institutions, the doctrine of shareholder value and the seemingly irresistible growth of CEO power and reward are critically analyzed. The book brings out the richness of European corporate governance systems, as well as highlighting historical weaknesses that will require further work for a sustainable corporate governance environment in the future.

In light of the most severe financial crisis since the 1930s, this intelligent look at European corporate governance is a vital textbook for courses on corporate governance and a great supplementary textbook on a host of business, management and accounting classes.

Selected Contents: Introduction: Regime Change?

Part 1: Convergence or Diversity?: A European Perspective on Corporate Governance Part 2: The Impact of Shareholder Value Part 3: CEO Power and Reward Part 4: Corporate Governance Industry Analysis Part 5: Corporate Governance and Transitional Economies

July 2009: 246 x 189: 424pp
Hb: 978-0-415-40533-1: **£110.00**
Pb: 978-0-415-40534-8: **£36.99**
eBook: 978-0-203-87589-6

The Value Creating Board

Corporate Governance and Organizational Behaviour

Edited by **Morten Huse**, Norwegian School of Management, Oslo

Series: Routledge Studies in Corporate Governance

This book breaks new ground, offering a major survey on boards of directors throughout various European countries, opening up the hitherto unexamined area of study of board behaviour and the workings of the value creating board.

2008: 234 x 156: 560pp
Hb: 978-0-415-43742-4: **£120.00**
eBook: 978-0-203-88871-1

The Corporate Social Responsibility Reader

Edited by **Jon Burchell**, University of Sheffield, UK



Including key articles and original perspectives from academics, NGOs and companies themselves, *The Corporate Social Responsibility Reader* is a welcome and insightful introduction to the important issues and themes of this growing field of study.

This comprehensive but eclectic collection provides a wonderful overview of CSR and its place within the contemporary social and

economic landscape.

2008: 246 x 174: 312pp
Hb: 978-0-415-42433-2: **£90.00**
Pb: 978-0-415-42434-9: **£32.50**

Corporate Governance Around the World

Edited by **Ahmed Naciri**, University of Montreal, Quebec, Canada

Series: Routledge Studies in Corporate Governance



This book, including contributions from world recognized experts in the sphere of corporate governance presents a number of international corporate governance systems; comparing and contrasting the experiences of several countries across the world.

2008: 234 x 156: 432pp
Hb: 978-0-415-42874-3: **£85.00**
eBook: 978-0-203-93067-0

Corporate Social Responsibility in the Construction Industry

Edited by **Michael Murray**, University of Strathclyde, Glasgow, UK and **Andrew Dainty**, Loughborough University, UK

Examining the impact of the construction industry on society, this book incorporates expert contributions on government intervention, human and employee rights, community involvement, corruption in the procurement process, and environmental damage.

2008: 234 x 156: 432pp
Hb: 978-0-415-36207-8: **£80.00**
Pb: 978-0-415-36208-5: **£29.99**

FORTHCOMING

Organizational Transformation for Sustainability

An Integral Metatheory

Mark Edwards, University of Western Australia Business School

Series: Routledge Studies in Business Ethics

Organizational Transformation for Sustainability: An Integral Metatheory offers some innovative answers to the big questions involved in organizational sustainability and the radical changes that organizations will need to undergo as we move into the third millennium. This new approach comes from the new field of integral metatheory.

During the twenty-first century organizations will undergo a level of radical and global change that has rarely been seen before. This transformation will come as a result of the environmental, social and economic challenges that now confront organisations in all their activities. But are our understandings and theories of change up to the task of meeting these challenges? Will we be able to develop sustaining visions of how organizations might contribute to the long-term viability of our interdependent global communities? *Organizational Transformation for Sustainability: An Integral Metatheory* offers some innovative answers to the big questions involved in organizational sustainability and the radical changes that organizations will need to undergo as we move into the third millennium. This new approach comes from the emerging field of integral metatheory.

Edwards shows how a 'Big Picture' view of organisational transformation can contribute to our understanding of, and search for, organisational sustainability. There are four key themes to the book: i) the need for integrative metatheories for organisational change; ii) the development of a general research method for building metatheory; iii) the description of an integral metatheory for organisational sustainability; and iv) the discussion of the implications of this metatheory for organisational change and social policy regarding sustainability. This book brings a unique and important orienting perspective to these issues.

Selected Contents: Introduction - Towards an Integrative Pluralism 1. The Need for Metatheory in the Study of Organisational Transformation 2. Metatheoretical Domain and Definitions 3. The View from Here and Here and ... 4. Stories of Transformation 5. A General Method for Metatheory Building 6. A Multiparadigm Review and Analysis of Theories of Organisational Transformation 7. The Web of Relationships 8. An Integral Metatheory for Organisational Transformation 9. Implications and Evaluation 10. Metatheory and the Crisis

August 2009: 229 x 152: 256pp
Hb: 978-0-415-80173-7: **£60.00**

FORTHCOMING

Alleviating Poverty Through Profitable Partnerships

Globalization, Markets, and Economic Well-Being

Patricia H. Werhane, University of Virginia, USA,
Scott P. Kelley, **Laura P. Hartman**, both at DePaul University, USA and **Dennis J. Moberg**, Santa Clara University, California, USA



In this book, the authors approach poverty alleviation from an atypical perspective. The thesis is that poverty can be reduced, if not *eradicated*, both locally and globally, but this will occur only if we change our shared narratives about global free enterprise, and only if we recalibrate our mindsets regarding how poverty issues are most effectively addressed. They argue that poverty amelioration cannot be

effected by the traditional means employed during the last century - foreign aid from developed nations and/or from non-profit international organizations. Rather, the authors present evidence which demonstrates that a mindset embracing initiatives developed by global corporations in response to the poverty challenge is significantly more effective. Global companies can alleviate poverty by seizing market opportunities at the Base of the economic Pyramid (BoP) with the implementation of three key processes: moral imagination, systems thinking, and deep dialogue.

This approach to alleviating poverty offers some powerful ideas backed by the support of some of the leading Business Ethics minds in the United States. These scholars, some of whom are on the author team, have created a book that is unique and provocative yet still ideal for courses at the undergraduate level.

Selected Contents: Introduction 1. World Poverty in the 21st Century 2. Failed Strategies in the Alleviation of Poverty 3. Mental Models and Contributing Biases on Global Poverty 4. Narratives of Multinational For-Profit Enterprises and Corporate Social Responsibility 5. Global Poverty and Moral Imagination 6. Institutional Barriers, Moral Risk and Transformative Business Ventures 7. Public-Private Partnerships and other Hybrid Models for Poverty Alleviation 8. Future Prospects for Profitable Partnerships

July 2009: 254 x 178: 176pp
Hb: 978-0-415-80152-2: **£75.00**
Pb: 978-0-415-80153-9: **£33.00**
eBook: 978-0-203-87759-3



NEW

The Global Corporation

Sustainable, Effective and Ethical Practices,
A Case Book

Edited by **Laura P. Hartman**, DePaul University, USA and
Patricia H. Werhane, University of Virginia, USA



This text brings together case studies focusing on specific instances of corporate best practices. All too often, we showcase cases based on questionable or unethical corporate behavior. Instead, the editors bring together in this book examples of how some firms got it right.

Certainly, there is no claim that the companies in these cases are perfect; some of them may have histories that include questionable practices.

But, these are companies that work to foster trust, both internally and in their relationships with customers, suppliers, shareholders, and the communities in which they operate.

The book is not, however, merely a descriptive iteration of effective corporate conduct. The editors conclude with an analysis of frameworks for corporate and managerial ethical decision-making - frameworks that help to establish *models for best practices*. These frameworks then can be generalized and applied to other corporate situations, and replicated by other companies in their search for excellence and the resulting avoidance of misconduct.

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Luca Berchicci, Erasmus University, Rotterdam,
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Complexities and Comparisons

Franco Amatori and **Andrea Colli**, both at University of Bocconi, Italy



A major new textbook on business history, this innovative and unusual work has brought together the expertise of two internationally renowned authors to provide an exceptional resource for all students of business history.

Global in scope, this volume adopts a comparative approach, examining both the major players (Europe, US and Japan) and emerging economies (China, the Far East and South America) as well as covering

developments that have taken place in business over the last two centuries.

Focusing mainly on 'big business' Amatori and Colli critically analyze 'the firm' and its interaction with the evolution of economic, technological and political systems at micro and macro levels to trace the evolution of a national or a macro-regional system.

An outstanding textbook, its historical/historiographical analysis of the development large corporations is a must have for all students studying courses in business history.

Selected Contents: **Part 1: Relevant Issues** 1. Business History: State of the Art and Controversies 2. Business History and Theories of the Firm 3. Enterprise and Entrepreneur
Part 2: The Company Between Pre-Industrial Era and the First Industrial Revolution 4. Pre-Industrial Typologies 5. Enterprises and Entrepreneurs of the First Industrial Revolution 6. Technology and the Factory System **Part 3: The Birth and Consolidation of Big Business** 7. Infrastructures 8. Technology and Forms of Enterprise in the Second Industrial Revolution 9. National or Regional Cases **Part 4: State and Market in the Period Between the Two World Wars** 10. North America: Managerial Capitalism and the Origin of the M-Form 11. Europe: Families, Cartels, Government 12. Japan: State and Groups **Part 5: From the Postwar Years to the Fall of the Wall: The Age of 'shrinking' Space** 13. Economic and Technological Framework: From the Second World War to the Third Industrial Revolution 14. Rise and Fall of the American Hegemony 15. The Failure of the Antagonist: The Soviet Union 16. The Challenger: Japan 17. The Hybrid Europe 18. Convergence and Divergence 19. Multinationals. Quid Novi? **Part 6: The Globalization of Today** 20. New Infrastructures and New Forms of Enterprises 21. The Rebirth of a Giant: The USA at the Turn of the 21st Century 22. The Troubles of Europe and Japan 23. New Protagonists: China 24. Summing Up

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Text and Cases

Morgen Witzel, University of Exeter, UK

Management History is not simply a book about the history of business or even the history of management. The goal of this book is to demonstrate that despite the relative newness of management science as an academic subject, management has been around since ancient times. Through understanding the history of management - both in practice and theory - one is able to approach the complex and challenging problems of modern management from a new perspective.

The book not only traces the development of management from history to the present day, but also examines the way this evolution impacts how management is practiced today and how it may develop in the future. It incorporates case studies from around the world cutting across a range of time periods, from the Egyptian royal tomb builders of Deir el-Medina, to H.J. Heinz, Cadbury Brothers and Tata Steel.

Management History is ideal for instructors wishing to incorporate historical content and analysis into management education courses, modules, and training programs, particularly at the MBA level and higher.

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The Origins of Globalization

Karl Moore, McGill University, Quebec, Canada and **David Charles Lewis**, California State University, USA



Origins of Globalization draws widely on ancient sources and modern economic theory to detail the concept of “known world” globalization, arguing that a mixed economy - similar in many respects to our own - existed in a variety of forms throughout the ancient world. By analyzing the business practices of the ancient world - phenomena such as resource and market seeking behavior, international trade from

China, India and Rome, to Africa and even northern and western parts of Europe, Small and Medium Size Enterprises (SMEs) operating internationally and outsourcing production, multicultural workforces, tariff reduced zones, interregional tax issues, and the management of currency risks - the authors provide readers with a unique historical interpretation of the contemporary globalizing economy and a durable theoretical framework for future historical economic analyses.

April 2009: 229 x 152: 292pp
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The Foundations of Female Entrepreneurship

Enterprise, Home and Household in London, c. 1800-1870

Alison Kay, University of Lancaster, UK



Just as women in business have often been hidden by men, they have often also been hidden by the ‘home’ and the conceptualization of separate spheres of public and private agency. This book argues that active business did not exclude women, although careful representation was vital and this has obscured the similarities of their businesses with those of many male business proprietors.

April 2009: 229 x 152: 202pp
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NEW

Innovation and Entrepreneurial Networks in Europe

Edited by **Paloma Fernández Pérez**, Universitat de Barcelona, Spain and **Mary Rose**, Lancaster University, UK

The entrepreneur is involved in the dance of two questions – what is needed and what is possible. The interplay of these two questions is an ongoing process and innovation varies internationally and regionally, depending on differing legal and policy systems, variations in the development of education and skill development, in social processes and in knowledge transfer. This book explores innovation and networks in entrepreneurship with an interdisciplinary approach, focusing on how old and new knowledge can be combined to produce radical innovation.

These chapters combine themes of entrepreneurship, innovation and networks with a specifically European focus, highlighting the wide variations at the national, regional and business level. These variations suggest the need to break with traditional stereotypes about Southern and Northern Europe. The book takes a Schumpeterian perspective, emphasising the importance of looking at the history of entrepreneurship and innovation, paying particular attention to the neglected area of innovation in services within firms.

July 2009: 229 x 152: 248pp
Hb: 978-0-415-45451-3: **£75.00**
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NEW**Trade Marks, Brands and Competitiveness**

Edited by **Teresa da Silva Lopes**, Queen Mary, University of London, UK and **Paul Duguid**, University of California, Berkeley

Trade Marks, Brands and Competitiveness brings together scholars from a variety of disciplines to provide a critical account of the contribution of branding to economic growth, the relationship between trademark law and brand strategy, and the building and repositioning of individual brands as case studies in the effects of competition.

Selected Contents: Preface *Jack Keenan* Introduction *Teresa da Silva Lopes & Paul Duguid* **Part 1: Trademarks and National Competitiveness** 1. Is Britain Good for Trade marks? *Tim Ambler* 2. Trade marks and Performance *Mark Rogers & Christine Greenhalgh* 3. Brands and Reputation *Mark Casson and Nigel Wadeson* 4. Brands and Country Image *Per Hansen* **Part 2: Trade marks and the Law** 5. The Uneasy Relationship between Trade marks and Brands *Jennifer Davis* 6. Trade marks, Brands and Competition *Spyros Maniatis* 7. Brands in Chains *Paul Duguid* 8. The General Problem of Trade mark Infringement *David Higgins* 9. Marks and Registration *John Mercer, Teresa da Silva Lopes, Paul Duguid* **Part 3: Building Brands** 10. Unilever and its Brands since the 1950s *Peter Miskell* 11. Operations versus Branding *Giulliano Maielli* 12. Turning Trade marks into Brands *Stefan Schwarzkopf* 13. Branding Shell *Michael Heller*

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International Business and National War Interests

Unilever between Reich and Empire, 1939-45

Ben Wubs, University of Utrecht, the Netherlands

This book ties together business history, the history of the Nazi economic administration and European history. It is relevant to several disciplines, including international relations, economic and business history, European history and political science.

Selected Contents: Part 1: Introduction Part 2: Unilever in the 1930s Part 3: Unilever and Nazi Germany Part 4: War Preparations Part 5: Business as Unusual, 1939-1941 Part 6: A Reichs Commissioner for the Unilever Group, 1941-1945 Part 7: London's Calling, 1941-1945 Part 8: The Aftermath 1945-1950 Part 9: Conclusions Appendix

2008: 234 x 156: 272pp
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Narrating the Rise of Big Business in the USA

How Economists Explain Standard Oil and Wal-Mart
Anne Mayhew, University of Tennessee, Knoxville, USA

In this book, Anne Mayhew focuses on the stories surrounding the creation of Standard Oil and Wal-Mart, combining the accounts of economists with the somewhat darker pictures painted by writers of fiction.

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Women and Their Money 1700-1950

Essays on Women and Finance

Edited by **Anne Laurence**, The Open University, Milton Keynes, UK, **Josephine Maltby**, York Management School, UK and **Janette Rutterford**, The Open University, Milton Keynes, UK

This book charts the sheer extent of women's financial management and provides for economic, social, cultural and gender historians material grounded in empirical research essential for understanding women's place in capitalist societies.

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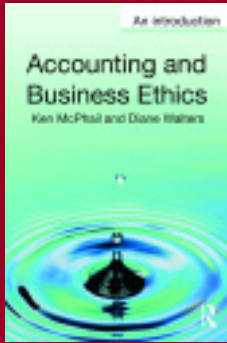
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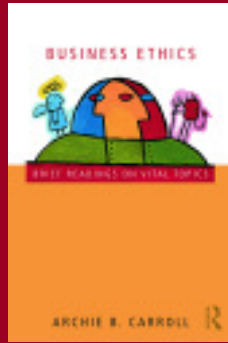


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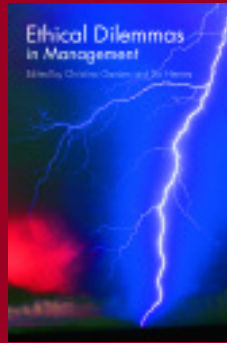
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