

Contents

Part I: Introduction and General Overview

Welcome Address <i>Jürgen Weber</i>	3
The Ethical Dimension of Cross-cultural Business Activities <i>Albert Löhr & Horst Steinmann</i>	7
Doing Business in Different Cultures. Ethical Challenges of a Multinational Corporation <i>Peter Duncan</i>	21
Discussion on the Keynote Speech of Peter Duncan	33

Part II: International Corruption

Introduction: The Challenge of International Corruption <i>Peter Eigen</i>	55
The Role of Governments in International Corruption <i>Frene Ginwala</i>	59
The European Union and the Fight Against Corruption in International Trade <i>Ugo Draetta</i>	73
Co-ordinated Steps to Prevent Transnational Corruption. Consequences for the Business Community <i>Mark Pieth</i>	93
Multinational Corporations, Governance Deficits, and Corruption: Discussing a Complex Issue from the Perspective of Business Ethics <i>Klaus M. Leisinger</i>	113
Corruption as a Threat to the United Nations <i>Karl Theodor Paschke</i>	141

Part III:**Values and Ethics in the Corporate Transformation Process**

Restructuring and Mental Change <i>Heiko Lange</i>	149
The Role of Values in Corporate Transformation. The merger between ÅSV and Hydro's Aluminium Division in 1986 <i>Bjørn Erik Dahlberg</i>	161
A Model in an Economic Upheaval – Questioning of Values in the Market Economy? <i>Gerrit Popkes & Kati Rieger</i>	169
Unemployment and Experienced Injustices: The Social Responsibility of the Organization for Cushioning the Process of Downsizing <i>Thomas Kieselbach</i>	191

Part IV: Reflections on Cross-Cultural Issues of Business Ethics

Reason and Cultures. Life-world as the Common Ground of Ethics <i>Carl Friedrich Gethmann</i>	213
Business Ethics in Three European Countries: A Comparative Approach <i>Fred Seidel, Hans-Jörg Schlierer & Ian Tovey</i>	235
Discourse Instead of Recourse: Is it Worth Using a Guided Approach to Negotiation When Working Across Cultures? <i>Warren French & Bernd Mühlfriedel</i>	263
Culture as the Intermediate Structure of the Economy <i>Peter Koslowski</i>	287
The Ethics of Interest: A Cultural-historical Perspective <i>Luk Bouckaert</i>	305
The Principles of the Advertising Self-regulation in Europe <i>Edoardo Brioschi</i>	321
About the Authors	341