

CONTENTS

Chapter 1	<i>Introduction</i> (Georges Enderle)	1
Part I:	Personal Convictions and Corporate Claims: Ethical Conflicts and Solutions	
Chapter 2	<i>The Responsible Corporation and the Subversive Side of Ethics</i> (Wisse Dekker)	11
Chapter 3	<i>Ethical Decision-making in a National Utility: The Electricity Industry in France</i> (François Ailleret)	19
Chapter 4	<i>Using the Techniques of Ethical Analysis in Corporate Practice</i> (Richard T. De George)	25
Chapter 5	<i>Ethical Responsibilities Versus Corporate Effectiveness</i> (Jonathan L. Gorman)	35
Chapter 6	<i>The Corporation As an Open Organisation</i> (Juan Cruz Cruz)	43
Chapter 7	<i>The Function of Management Control Systems in Innovative Organisations</i> (Raymond A. Konopka)	49
Chapter 8	<i>Ethics and Interpersonal Trust in Corporate Management</i> (Patrick MacLagan)	63
Chapter 9	<i>The Parameters of Ethical Decision-making in Organisations</i> (John Donaldson, John Sheldrake)	69
Part II:	"Empowering" People: End or Means?	
Chapter 10	<i>The Ethical Challenge to the Corporations: Meaningful Progress and Individual Development</i> (Philippe de Woot)	79
Chapter 11	<i>The Individual Dimension in Corporations</i> (Francisco López-Frías)	87

Chapter 12	<i>Human Development and the Images of the Organisation</i> (Domènec Melé)	93
Chapter 13	<i>Empowering People as an End for Business</i> (Norman E. Bowie)	105
Chapter 14	<i>On the Demand for Meaningful Work</i> (Joanne B. Ciulla)	113
Chapter 15	<i>Ethics and Labour Contracts: an Economist's Point of View</i> (Antonio Argandoña)	119
Chapter 16	<i>To Encourage or Repress? Corporate Policy and Whistle-blowing</i> (Thomas W. Dunfee)	129
Chapter 17	<i>The Responsibility of Individuals for a Company Disaster: The Example of the Zeebrugge Car Ferry</i> (Colin Boyd)	139
Part III:	Men and Women in Corporations: Repression, Competition or Co-operation?	
Chapter 18	<i>Introductory Remarks</i> (Georges Enderle)	151
Chapter 19	<i>Male or Female Ethics for Corporations?</i> (Brenda Almond)	155
Chapter 20	<i>Demographic Pressure in Favour of the Promotion of Women</i> (José Aguilá)	161
Chapter 21	<i>How to Include Women In Corporate Decision-Making</i> (Monique R. Siegel)	165
Part IV:	The Ethical Role of Top Managers	
Chapter 22	<i>Who or What Is "the Boss"? Authority Without Authoritarianism</i> (Sara Morrison)	173
Chapter 23	<i>"I Am the Boss. Why Should I Be Ethical?"</i> (Juan Antonio Pérez López)	179
Chapter 24	<i>Ethics and the Definition of Business Strategy</i> (Miquel Bastons)	189
Chapter 25	<i>Management as the Symbolisation of Ethical Values</i> (Ceferí Soler)	197

Chapter 26	<i>Values and Types of Entrepreneurs in Small Business</i> (Erwin Fröhlich)	207
Chapter 27	<i>Executive Decisions and Values</i> (John H. Barnett, Marvin J. Karson)	221
Outlook	Some Perspectives	
Chapter 28	<i>Spheres and Limits of Ethical Responsibilities in and of the Corporation</i> (Jack Mahoney)	239
Chapter 29	<i>Philosophical Considerations of a Top Manager</i> (Vicente Mortes Alfonso)	243
Chapter 30	<i>The Importance of the Cultural Context for Business Ethics: The Italian Example</i> (Mario Unnia)	247
Note on the Contributors		251
Subject index		257