



## **Ethical Innovation in Business and the Economy (Studies in TransAtlantic Business Ethics series)**

*Georges Enderle, Patrick E. Murphy*

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*'One of the strengths of the book is that it combines a conceptual clarification of what ethical innovation means - and why it is needed - with discussions of actual ethical innovations at each of the different responsibility levels in business ethics (the individual, organizational and systemic level).'*

- Geert Demuijnck, EDHEC Business School, France

*'Innovation in business is not new. But innovation is new in the business ethics literature. This is the first book I know of that examines both innovation in business ethics and ethical aspects of innovation in business. New ways of doing business and many of the changes brought about by technology and globalization raise ethical issues too often ignored by those in business ethics until there is a crisis or scandal. This ground-breaking group of chapters opens up a new area for research and investigation by those in business ethics and those with an interest in ethics in business.'*

- Richard De George, Distinguished Professor Emeritus, University of Kansas, US

Innovation has become a buzzword that promises dramatic changes in almost every field of business. Absent from this attention is a serious discussion of the ethical sides of dramatic change. To address this, editors Georges Enderle and Patrick E. Murphy gather a team of experts to fully examine the ethics of innovation within business and the economy in this standout addition to the Studies in TransAtlantic Business Ethics series.

The book opens with an exploration and clarification of several key concepts necessary for a thorough study of innovation such as business ethics, moral innovation, creativity, and wealth creation. The opening chapters also propose a novel theoretical foundation and methodological approach with which to address ethical innovation. Subsequently, the contributors discuss challenges and opportunities of innovation for individuals, organizations, and systems while zoning in on a wide range of specific examples, including but not limited to: managerial responsibilities, morality and imagination of leaders, as well as the ethics of the Maker Movement. This comprehensive book evaluates organizational innovations from diverse parts of the world including Egypt, India, Latin America, the UK, and the US. *Ethical Innovation in Business and the Economy* concludes with a presentation of methods for improving economic systems, such as tracing Adam Smith in emerging enterprises, developing a justice model of marketing to the poor, and bridging the formal and informal economies in an African context.

This in-depth examination of innovation, and its involvement in the business and economic world, is an invaluable reference tool for students, teachers, and researchers in business and economic ethics, as well as executives in business and other organizations who search for new and more responsible ways to address globalization, sustainability, and financialization.

**Contributors:** T. Beschorner, D. Bevan, G.G. Brenkert, J.B. Ciulla, G. Enderle, N.-h. Hsieh, K.J. Ims, D. Koehn, M. Kolmar, G.R. Laczniak, C. Luetge, P.E. Murphy, E. O'Higgins, P.J. Opio, M.A. Santoro, N.J.C. Santos, A. Tencati, M. Uhl, P.H. Werhane, L. Zsolnai

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