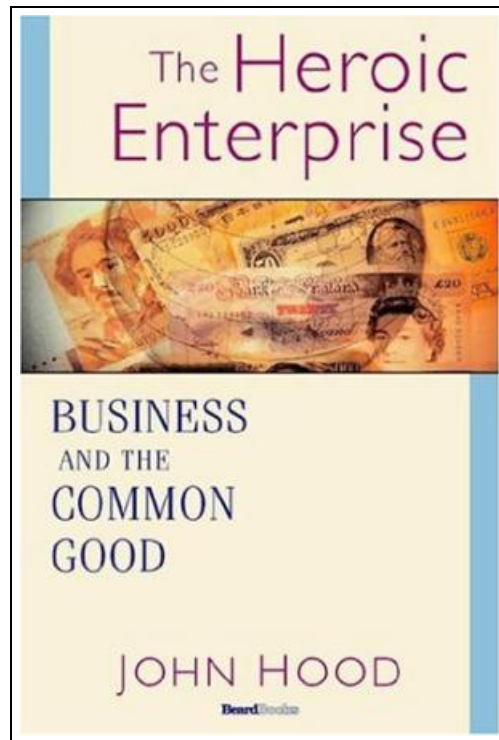


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THE HEROIC ENTERPRISE: BUSINESS AND THE COMMON GOOD (PAPERBACK)



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Beard Books, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Commentators, analysts, and academics have long cherished the notion that there is a fundamental contradiction between corporate profit-seeking and ethical or social responsibility. In this powerful, long-awaited response to these critics, John Hood argues that business owners and managers have huge incentives to promote economic and social progress. Moreover, he finds, the vast majority do so. With compelling evidence, Hood demonstrates how the incentives of the private sector marketplace dwarf those of the public sector in advancing the common good. Replying to those who assert that firms must have social responsibilities beyond economic self-interest, Hood shows that corporations seeking economic rewards have made enormous strides on behalf of workers, families, consumers, and local communities by developing new products and technologies, discovering new ways to prevent workplace accidents, attempting to reduce bottom-line costs, and furthering their own long-term interests through social and community development. With detailed examples from nearly every sector of industry, Hood describes the significant contributions that most successful corporations have made to social welfare, without sacrificing their allegiance to shareholder value. By tracking the successful record of corporate involvement across a range of benchmark areas such as revitalization of the inner city, preservation of the environment, worker safety, and family values, Hood documents how businesses have brought about a wealth of positive changes to our communities. Hood tells how Nationsbank of Charlotte, N.C., permits full time employees to shift to part time, allowing expectant mothers who are considered valued, experienced workers to stay on the job. To boost inner city economies, Kentucky Fried Chicken in the 1980 s financed up to 95 of the costs of opening up franchises in urban areas. By 1993, sales at these stores averaged...



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