Just Business Multinational Corporations And Human Rights Norton Global Ethics Series

This book offers the first comprehensive discussion of the foundations, applications and new directions of politics perspectives in MNCs.

A ground-breaking 2005 exploration of multinational corporations that differs from other books on the subject by offering the reader a totally global perspective of multinationals without portraying them simply as economic entities. Written by experts on various aspects of the history, development, cultural and social implications of the multinational corporation, the book paints a compelling and coherent picture of the way these businesses affect almost all areas of our existence. As we might expect, the multinational company is shown to play a major role in the globalization that is reshaping so much of our lives.

This study chronicles the unique relationship between the Federal government and the American multinational corporation, integrating it into the mainstream of American political history. It is a record of continuous adjustment on the part of both parties as each side navigated the uncharted waters of this uneasy partnership. Objectively presented, America and the Multinational Corporation provides the historical context for tracking the various presidential perspectives from Truman to Bush as well as the various congressional initiatives to redefine business-government relations in terms of corporate America's most aggressive offspring--the multinational.

Amid the mass protests of the 1960s, another, less heralded political force arose: public interest progressivism. Led by activists like Ralph Nader, organizations of lawyers and experts worked "inside the system." They confronted corporate power and helped win major consumer and environmental protections. By the late 1970s, some public interest groups moved beyond U.S. borders to challenge multinational corporations. This happened at the same time that neoliberalism, a politics of empowerment for big business, gained strength in the U.S. and around the world. No Globalization Without Representation is the story of how consumer and environmental activists became significant players in U.S. and world politics at the twentieth century's close. NGOs like Friends of the Earth and Public Citizen helped forge a progressive coalition that lobbied against the emerging neoliberal world order and in favor of what they called "fair globalization."

From boycotting Nestlé in the 1970s to lobbying against NAFTA to the "Battle of Seattle" protests against the World Trade Organization in the 1990s, these groups have made a profound mark. This book tells their stories while showing how public interest groups helped ensure that a version of liberalism willing to challenge corporate power did not vanish from U.S. politics. Public interest groups believed that preserving liberalism at home meant confronting attempts to
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perpetuate conservative policies through global economic rules. No Globalization Without Representation also illuminates how professionalized organizations became such a critical part of liberal activism—and how that has affected the course of U.S. politics to the present day.

"Haley Sweetland Edwards explains the history of global shadow courts and how these courts have spun out of control, threatening the interests of citizens everywhere including the United States. Her fantastic book is exactly what long-form journalism is meant to do, to move beyond current events and provide historical perspective that aims at future reform. SHADOW COURTS should be at the top of the reading list of all those interested in redesigning trade agreements to be in the public interest." -- Jeffrey D. Sachs, University Professor, Columbia University and author of The End of Poverty

International trade deals have become vastly complex documents, seeking to govern everything from labor rights to environmental protections. This evolution has drawn alarm from American voters, but their suspicions are often vague. In this book, investigative journalist Haley Sweetland Edwards offers a detailed look at one little-known but powerful provision in most modern trade agreements that is designed to protect the financial interests of global corporations against the governments of sovereign states. She makes a devastating case that Investor-State Dispute Settlement -- a "shadow court" that allows corporations to sue a nation outside its own court system -- has tilted the balance of power on the global stage. A corporation can use ISDS to challenge a nation's policies and regulations, if it believes those laws are unfair or diminish its future profits. From the 1960s to 2000, corporations brought fewer than 40 disputes, but in the last fifteen years, they have brought nearly 650 -- 54 against Argentina alone. Edwards conducted extensive research and interviewed dozens of policymakers, activists, and government officials in Argentina, Canada, Bolivia, Ecuador, the European Union, and in the Obama administration. The result is a major story about a significant shift in the global balance of power.

Even casual observers will be familiar with the Cherry Blossom or Sakura tress of Japan. When in full bloom the sight is spectacular but it sadly only takes a week until the tree is bare. In a longer cycle of nations and business, we see, unfortunately, a similar pattern for Japanese Multinational Corporations.

In Business Diplomacy by Multinational Corporations, Huub Ruël turns to Catholic Social Thought (CST), to provide a clear, distinctive instrument for MNCs to reflect on their purpose and role in the global society while also guiding and directing their relationship-building actions with other actors in the global society.

Multinational Corporations in Political Environments advances and tests a theory of why foreign corporations leave host states. Theories of international business have often ignored the complexity of corporate decisions about leaving foreign countries, generally assuming that the economic and competitive reasons that prompt multinational corporations to enter
host states also explain their subsequent reasons for leaving. Alternatively, this book proposes a theory of how different stakeholders' values and ethics shape multinationals' strategic leaving behaviors. Tested in South Africa when US multinationals were facing diverse pressures from stockholders, governments and consumers to leave, the research provides a prism to isolate how different stakeholders' actions influenced multinationals' behaviors. Detailed analyses of subsidiary-level archival data over a period of four crucial years revealed that the multinationals engaged in diverse forms of leaving reflecting their involvements, strategies and stakeholders' influences. The research, the first to test which stakeholders' strategies, including boycotts and sanctions, influenced multinationals and which did not, and to identify their effects on multinationals' behaviors, has enormous implications for policy makers, managers and social activists. The book also applies the findings and explores implications for recent stakeholders' attempts at influencing multinationals and governments, such as Nike in Asia and the Burmese government, through sanctions, resolutions and boycotts. Contents:Multinational Corporations as Catalysts:Multinational Corporations as Change AgentsReassessing Theories of Multinational CorporationsApplying the Theories to South Africa during ApartheidMultinational Corporations as Chameleons:The Development of Multinational CorporationsWhy Multinational Corporations Leave Host StatesData, Analyses and Results:MethodologyAnalyses and ResultsTheoretical and Strategic Implications:Understanding and Influencing Multinational Corporations Readership: Academics and graduate students in international business, international relations, strategic management and international economics. Keywords:International Business;Multinational Corporations;Sanctions;Boycotts;Disinvestments;Foreign Direct Investment;South Africa;Corporate Strategy;Apartheid;Business EthicsReviews:“... an in-depth 10-year survey on South African sanctions casts new doubt on their effectiveness. Usha C V Haley, an associate professor of business at the University of Tennessee, Knoxville, studied what led 322 multinationals to leave South Africa in the 1980s in her new book ‘Multinational Corporations in Political Environments: Ethics, Values and Strategies’ ... "From “US Puts European Firms in the Crosshairs”, by Richard Miniter Wall Street Journal Europe “This book is likely to remain a valuable addition to the literature on the multinational firm for years to come.”Ingo Walter Charles Simon Professor of Applied Financial Economics and and Director Salomon Center, Stern School of Business, New York University “This important book is the first to study systematically why multinationals leave host states and the circumstances that prompt their leaving.”William D Guth Professor of Management and Strategy Stern School of Business, New York University “Haley is to be applauded for tackling such a complex issue head on. She does a thorough job of explaining the gaps she sees in extant theories and cogently posits why she believes these theories fall short in explaining what mode firms chose to leave South Africa in the mid-1980s and in predicting what mode would be chosen in another empirical testing ground (such as she illustrates in her mini case
studies of Nike and Myanmar). A more fertile context in which to highlight [her] chameleon theory is hard to imagine … Thought-provoking research.” — Candace Agrella Martinez 

Academy of Management Review

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Business diplomacy involves developing strategies for long-term, positive relationship building with governments, local communities, and interest groups, aiming to establish and sustain legitimacy and to mitigate the risks arising from all non-commercial or exogenous factors in the global business environment.

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

This book analyses the major regulatory areas relating to multinational enterprises. It covers the main economic law issues relating to jurisdiction, entry and establishment controls and liberalisation, tax, company law, competition and technology transfer. It also deals with the increasingly prominent demands for corporate social responsibility covering labour, rights, human rights and the environment, and the recent developments in arbitral decisions that give increased importanceto the protection standards contained in ...

"A true master class in the art of making the impossible possible." — Paul Polman

Likening Rome to an ancient multi-national corporation, the author of Sun-Tzu Was a Sissy shares a case study of how its civilization was marked by brutal consolidations, a prosperous family business, managerial infighting, and other factors reminiscent of those in today's professional world. Reprint.

"A true master class in the art of making the impossible possible." — Paul Polman One of the most vexing human rights issues of our time has been how to protect the rights of individuals and communities worldwide in an age of globalization and multinational business. Indeed, from Indonesian sweatshops to oil-based violence in Nigeria, the challenges of regulating harmful corporate practices in some of the world’s most difficult regions long seemed insurmountable. Human rights groups and businesses were locked in a stalemate, unable to find common ground. In 2005, the United Nations appointed John Gerard Ruggie to the modest task of clarifying the main issues. Six years later, he had accomplished much more than that. Ruggie had developed his now-famous "Guiding Principles on Business and Human Rights," which provided a road map for ensuring responsible global corporate practices. The principles were unanimously endorsed by the UN and embraced and implemented by other international bodies, businesses, governments, workers’ organizations, and human rights groups, keying a revolution in corporate social responsibility. Just Business tells the powerful story of how these landmark “Ruggie Rules” came to exist. Ruggie demonstrates how, to solve a seemingly unsolvable problem, he had to abandon many widespread and long-held understandings about the relationships between businesses, governments, rights, and law, and develop fresh ways of viewing the issues. He also takes us through the journey of assembling the right type of team, of witnessing the severity of the problem firsthand, and of pressing through the many obstacles such a daunting endeavor faced. Just Business is an illuminating inside look at one of the most important human rights
developments of recent times. It is also an invaluable book for anyone wanting to learn how to navigate the tricky processes of global problem-solving and consensus-building and how to tackle big issues with ambition, pragmatism, perseverance, and creativity.

This volume covers a range of on-going and newly emerging debates in the study of multinational companies (MNCs). A key aim is to consolidate and make available in one place new conceptual, methodological and critical MNC research.

This book presents theories and case studies for corporations in developed nations, including Japan, for designing strategies to maximize opportunities and minimize threats in business expansion into developing nations. The case studies featured here focus on Asia, including China and India, and use examples of Japanese manufacturers. Five case studies are provided, including Hitachi Construction Machinery and Shiseido in China and Maruti Suzuki in India. These cases facilitate the reader’s understanding of the business environments in emerging economies. This volume is especially recommended for business people responsible for international business development, particularly in China and India. In addition, the book serves as a useful resource for students in graduate-level courses in international management.

Nobel-Prize-winning economist Paul Krugman argues that business leaders need to understand the differences between economic policy on the national and international scale and business strategy on the organizational scale. Economists deal with the closed system of a national economy, whereas executives live in the open-system world of business. Moreover, economists know that an economy must be run on the basis of general principles, but businesspeople are forever in search of the particular brilliant strategy. Krugman's article serves to elucidate the world of economics for businesspeople who are so close to it and yet are continually frustrated by what they see. Since 1922, Harvard Business Review has been a leading source of breakthrough management ideas-many of which still speak to and influence us today. The Harvard Business Review Classics series now offers readers the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world-and will have a direct impact on you today and for years to come.

This book is the first to explore the issue of corporate governance in China's new corporations. With rapid development over the last two decades, China has seen compelling achievements in overseas investment. Specifically, an increasing number of Chinese companies have been “going out” to become multinational enterprises. From the practical view, corporate governance issues have been identified in the literature as one of the most important factors in determining whether these Chinese multinational enterprises succeed or not. However, existing literature provides little investigation
and understanding about corporate governance of Chinese multinational enterprises. This book fills that gap and will be of value to corporate executives, scholars of China’s economy, and journalists.

Globalisation makes our world appear smaller: it is easier to connect, communicate and do business with people all over the world. But cultural differences remain and challenge globalized knowledge communication and transfer. This book examines cross-cultural management within multinational enterprises (MNEs), focusing in particular on how cultural differences influence the transfer of knowledge between different units within individual corporations. Based on detailed empirical analysis of 267 companies in Germany and Japan, it considers the relative effectiveness of inter-cultural and intra-cultural knowledge transfer; identifies the factors that inhibit or facilitate successful knowledge transfer; and suggests how management processes of MNEs can be improved. It demonstrates that although cultural differences do not necessarily influence the selection and transmission of knowledge overseas, they do have a strong impact on how that knowledge is received, integrated and put into practice locally. The book shows how knowledge is accepted differently in Europe and Asia and which factors have the strongest impact on efficient knowledge transfer. It suggests that to improve cross-cultural management MNEs should focus less on upgrading the technology that allows knowledge transfer, and more on the capabilities and beliefs of individual employees.

The BP oil spill, the 2008 global financial collapse, and revelations of scandalous working conditions at Chinese electronics supplier Foxconn show why so many are suspicious of promises of corporate responsibility. But slowly and fitfully, corporations are changing. It’s not just because of the high cost of making amends and a fear of negative publicity. Consumers are demanding better corporate behavior, and an increasing number of executives are eager to make their organizations more of a force for good. But corporations can’t act in responsible ways if no “treehuggers” are working inside the system to lead the effort. For more than two decades, Timothy J. Mohin has worked to improve working conditions, clean up factories, and battle climate change—all while being employed by some of the biggest companies in the world. In Changing Business from the Inside Out he’s written the first practical, authoritative insider’s guide to creating a career in corporate responsibility. Mohin describes how to get started and what the day-to-day experience of being “the designated driver at the corporate cocktail party” is really like. He recounts colorful case studies from his own career, provides advice on how CSR workers can have greater impact, and even looks into how employees in other corporate functions can make a difference. He details the programs and processes needed to support a comprehensive CSR effort, but perhaps most importantly, he identifies the personal and professional skills needed to navigate corporate politics and get buy-in from sometimes skeptical colleagues. With more than 80 percent of the Fortune 500 now publishing “sustainability reports,” a new career path has been forged in corporate responsibility. From
strategy to data mining to supply chains and communication, this book is the “operator’s manual” for this new career path.

There is an invisible army of people deep inside the world's biggest and best-known companies, pushing for safer and more responsible practices. They are trying to prevent the next Rana Plaza factory collapse, the next Deepwater Horizon explosion, the next Foxconn labor abuses. Obviously, they don't always succeed. Christine Bader is one of those people. She worked for and loved BP and then-CEO John Browne's lofty rhetoric on climate change and human rights--until a string of fatal BP accidents, Browne's abrupt resignation under a cloud of scandal, and the start of Tony Hayward's tenure as chief executive, which would end with the Deepwater Horizon disaster. Bader's story of working deep inside the belly of the beast is unique in its details, but not in its themes: of feeling like an outsider both inside the company (accused of being a closet activist) and out (assumed to be a corporate shill); of getting mixed messages from senior management; of being frustrated with corporate life but committed to pushing for change from within. The Evolution of a Corporate Idealist: When Girl Meets Oil is based on Bader's experience with BP and then with a United Nations effort to prevent and address human rights abuses linked to business. Using her story as its skeleton, Bader weaves in the stories of other "Corporate Idealists" working inside some of the world's biggest and best-known companies.

An innovative textbook setting out a systematic approach to business and human rights. Describes and assesses the current operations and future plans of the global corporations and their managers, their crucial role in dominating the world economy, and their impact on individuals and governments

This book was first published in 2011. The current financial and economic crisis has negatively underlined the vital role of multinational companies (MNCs) in our daily lives. The breakdown and crisis of flagship MNCs, such as Enron, WorldCom, Lehman Brothers, Toyota and General Motors, does not merely reveal the problems of corporate malfeasance and market dysfunction. It also raises important questions, both for the public and the academic community, about the use and misuse of power by MNCs in the wider society, as well as the exercise of power by key actors within internationally operating firms. This book examines how issues of power and politics affect MNCs at three different levels; the macro-level, the meso-level and the micro-level. This wide-ranging analysis shows not only that power matters but also how and why it matters, pointing to the political interactions of key power holders and actors within the MNC, both managers and employees.

The New York Times bestselling, groundbreaking investigation of how the global elite's efforts to "change the world" preserve the status quo and obscure their role in causing the problems they later seek to solve. An essential read for understanding some of the egregious abuses of power that dominate today's news. Former New York Times columnist Anand Giridharadas takes us into the inner sanctums of a new gilded age, where the rich and powerful fight for equality and justice any way they can--except ways that threaten the social order and their position atop it. We see how they rebrand themselves as saviors of the poor; how they lavish reward "thought leaders" who redefine "change" in winner-friendly ways; and how they constantly seek to do more good, but never less harm. We hear the limousine confessions of a celebrated foundation boss; witness an American president hem and haw about his plutocratic benefactors; and attend a cruise-ship conference where
entrepreneurs celebrate their own self-interested magnanimity. Giridharadas asks hard questions: Why, for example, should our gravest problems be solved by the unelected upper crust instead of the public institutions it erodes by lobbying and dodging taxes? He also points toward an answer: Rather than rely on scraps from the winners, we must take on the grueling democratic work of building more robust, egalitarian institutions and truly changing the world. A call to action for elites and everyday citizens alike.

Rodman (government, Colby College) examines the use of sanctions from the early Cold War era through the 1990s, including the Helms-Burton Law and the Iran-Libya Sanctions Act. He argues that sanctions are weak and costly measures that damage diplomatic relations, particularly when used to prevent key multinational corporations from undertaking economically significant transactions with proscribed nations. Annotation copyrighted by Book News, Inc., Portland, OR.

In contemporary economies, businesses must consistently make strides to remain competitive and profitable at both national and international levels. Unlike in the developed world, corporations in developing nations face a different set of challenges for achieving growth. Multinational Enterprise Management Strategies in Developing Countries is an authoritative reference source for the latest scholarly research on diverse opportunities and obstacles facing multinational corporations in emerging economies. Highlighting innovative perspectives and real-world examples, this book is ideally designed for researchers, practitioners, upper-level students, and industry professionals interested in management approaches for achieving success in international corporations.

In a global economy, multinational companies often operate in jurisdictions where governments are either unable or unwilling to uphold even the basic human rights of their citizens. The expectation that companies respect human rights in their own operations and in their business relationships is now a business reality that corporations need to respond to. Business and Human Rights: From Principles to Practice is the first comprehensive and interdisciplinary textbook that addresses these issues. It examines the regulatory framework that grounds the business and human rights debate and highlights the business and legal challenges faced by companies and stakeholders in improving respect for human rights, exploring such topics as: the regulatory framework that grounds the business and human rights debate challenges faced by companies and stakeholders in improving human rights industry-specific human rights standards current mechanisms to hold corporations to account future challenges for business and human rights With supporting case studies throughout, this text provides an overview of current themes in the field and guidance on practical implementation, demonstrating that a thorough understanding of the human rights challenges faced by business is now vital in any business context.

If Amazon can't win in China, can anyone? When Amazon CEO Jeff Bezos visited China in 2007, he expected that one day soon China would be a double-digit percentage of Amazon's sales. Yet, by 2019, Amazon, the most powerful and successful e-commerce company in the world, had quit China. In Winning in China: 8 Stories of Success and Failure in the World's Largest Economy, Wharton experts Lele Sang and Karl Ulrich explore the success and failure of several well-known companies, including Hyundai, LinkedIn, Sequoia Capital, and InMobi, as more and more businesses look to reap profits from the demand of 1.4 billion people. Sang, Global Fellow at the Wharton School of the University of Pennsylvania, and Ulrich, Vice Dean of Entrepreneurship and Innovation at the Wharton School, answer four critical questions: Which factors explain the success (or failure) of foreign companies entering China? What challenges and pitfalls can a company entering China expect to encounter? How can a prospective entrant realistically assess its chances? Which managerial decisions are critical, and which approaches are most effective? Sang and Ulrich answer these questions by examining the stories of eight well-known and respected companies that have entered China. They study: How Norwegian Cruise Line's entry into China displays how cultural differences can boost
or sink different companies; How Intel, one of the oldest, most respected firms in Silicon Valley, thrived in a country that seems to favor agile upstarts; How Zegna, the Italian luxury brand, has emerged as another surprising success story and how it plans to navigate new headwinds from the COVID-19 pandemic. Through these engaging and illuminating stories, Sang and Ulrich offer a framework and path for organizations looking for a way to successfully enter the world's largest economy. History can be a teacher, and China, a country with 3,500 years of written history, has much to teach.

Practical advice for redesigning "big, old" companies for digital success, with examples from Amazon, BNY Mellon, LEGO, Philips, USAA, and many other global organizations. Most established companies have deployed such digital technologies as the cloud, mobile apps, the internet of things, and artificial intelligence. But few established companies are designed for digital. This book offers an essential guide for retooling organizations for digital success. In the digital economy, rapid pace of change in technology capabilities and customer desires means that business strategy must be fluid. As a result, the authors explain, business design has become a critical management responsibility. Effective business design enables a company to quickly pivot in response to new competitive threats and opportunities. Most leaders today, however, rely on organizational structure to implement strategy, unaware that structure inhibits, rather than enables, agility. In companies that are designed for digital, people, processes, data, and technology are synchronized to identify and deliver innovative customer solutions—and redefine strategy. Digital design, not strategy, is what separates winners from losers in the digital economy. Designed for Digital offers practical advice on digital transformation, with examples that include Amazon, BNY Mellon, DBS Bank, LEGO, Philips, Schneider Electric, USAA, and many other global organizations. Drawing on five years of research and in-depth case studies, the book is an essential guide for companies that want to disrupt rather than be disrupted in the new digital landscape.

In order for foreign direct investment to have deep and lasting positive effects on host countries, it is essential that multinational corporations have close direct and indirect interaction with local firms. A valuable addition to the emerging literature on multinational-local firm interfaces, this book provides a number of case studies from emerging economies that examine such mutually beneficial business relationships and the policy measures necessary to support them.

How multinationals contribute, or don't, to global prosperity Globalization and multinational corporations have long seemed partners in the enterprise of economic growth: globalization-led prosperity was the goal, and giant corporations spanning the globe would help achieve it. In recent years, however, the notion that all economies, both developed and developing, can prosper from globalization has been called into question by political figures and has fueled a populist backlash around the world against globalization and the corporations that made it possible. In an effort to elevate the sometimes contentious public debate over the conduct and operation of multinational corporations, this edited volume examines key questions about their role, both in their home countries and in the rest of the world where they do business. Is their multinational nature an essential driver of their profits? Do U.S. and European multinationals contribute to home country employment? Do multinational firms exploit foreign workers? How do multinationals influence foreign policy? How will the rise of the digital economy and digital trade in services affect multinationals? In addressing these and similar questions, the book also examines the role that multinational corporations play in the outcomes that policymakers care about most: economic growth, jobs, inequality, and tax fairness.

Multinational Corporations and the Impact of Public Advocacy on Corporate Strategy: Nestlé and the Infant Formula Controversy presents an in-depth analysis of the infant formula controversy and the resulting international boycott of Nestlé products launched by various social activist groups and church organizations. The actions of those groups culminated in the passage of the first international marketing code...
under the auspices of the World Health Organization. Based on exhaustive and unique research, the book details the Nestlé case and uses it to analyze a number of other major issues bearing on contemporary business strategy and operations in the national and international arena. Issues addressed include: The rising phenomenon of social activism and its affect on public opinion and public policy; The changing role of churches and other religious groups and their impact on corporate strategy and behavior; The emergence of UN affiliated international bodies, as both arbiters and regulators of market conduct of multinational corporations; The changing dynamics between multinational corporations and host countries; The factors which determine a company's behavior and its ability to adapt to changing societal expectations.

Multinational Corporations and the Impact of Public Advocacy on Corporate Strategy: Nestlé and the Infant Formula Controversy presents a microcosm of business society conflicts being played out in all parts of the world. This scholarly book will be of great interest to academics in the areas of management, business ethics, social conflict, and international regulation. It will also appeal to a broad corporate and government audience and to anyone interested in contemporary world affairs and the increasing globalization of socio-economic conflicts.

This work presents case-studies of the emergence and evolution of Multinational Corporations (MNCs) based in eleven developed and developing countries of widely divergent patterns of national development. From this analysis, Tolentino develops a comprehensive theory of the emergence and evolution of MNCs from a macroeconomic perspective.

"This publication contains the 'Guiding Principles on Business and Human Rights: Implementing the United Nations Protect, Respect and Remedy Framework', which were developed by the Special Representative of the Secretary-General on the issue of human rights and transnational corporations and other business enterprises. The Special Representative annexed the Guiding Principles to his final report to the Human Rights Council (A/HRC/17/31), which also includes an introduction to the Guiding Principles and an overview of the process that led to their development. The Human Rights Council endorsed the Guiding Principles in its resolution 17/4 of 16 June 2011."--P. iv.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

Multinational Corporations and Global Justice: Human Rights Obligations of a Quasi-Governmental Institution addresses the changing role and responsibilities of large multinational companies in the global political economy. This cross- and inter-disciplinary work makes innovative connections between current debates and streams of thought, bringing together global justice, human rights, and corporate responsibility. Conceiving of corporate social responsibility (CSR) from this unique perspective, author Florian Wettstein takes readers well beyond the limitations of conventional notions, which tend to focus on either beneficence or pure charity. While the call for multinationals' involvement in the solution of global problems has become stronger in recent times, few specifics have been laid down regarding how to hold those institutions accountable in the global arena. This text attempts to work out the normative basis underlying the responsibilities of multinational corporations—thereby filling a crucial void in the literature and marking a milestone in the CSR debate.

Addresses the issue of modern corporate power, exposing the harmful effects globalization is having not only on economics, but also on politics, society and the environment.