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Business ethics introduction

Foundation of European Thought: A Business
Ethics perspective.
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Financial crises

Financial crises are usually a big scandal involving the complete lack of common and ethical sense.

Lehman Brothers was considered as "the most Admire secure firm" by the Fortune magazine (Fortune magazine, 2007).



CSR (1)

- Corporate Social Responsibility (CSR) is broad and complex concept. It refers to a movement toward sustainability and its triple helix (economical, social, and environmental).
- Thus CSR refers to policies, to decisions, or lines of action that are desirable in terms of the objectives and values of our society.

CSR (2) (Carroll's pyramid 1991)

