

《商业道德》

图书基本信息

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内容概要

什么是商业道德? 如何处理个人利益与社会道德之间的关系? 什么是利他性的“利己主义”，它对企业有何作用? 企业发展与商业道德是何关系? 本书对上述问题及其他有关问题作了清楚而确切的解释。对于那些接受短期培训的管理者、MBA，以及想迅速了解这一问题核心内容的教师和学生来说，都不失为极具价值的参考书。它还可以作为管理人员的藏书，以及那些有抱负的管理人员完善自己知识和技能的参考资料。

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