



Ética nos negócios (Portuguese Edition)

Gene Ahner

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Esta obra mostra que ética, negócios e Cristianismo não só podem, como devem, caminhar juntos. "Ganhar a vida" - tarefa que consome grande parte do tempo e dos talentos das pessoas - deve significar mais que apenas ganhar dinheiro. precisa ser visto como um empreendimento significativo no caminho da maturidade moral e de uma visão mais ampla de um mundo melhor e mais justo. O autor - executivo com passagens por grandes empresas, professor universitário e católico praticante - une a experiência da sala de aula à do local de trabalho com valores cristãos, para dar à ética um sopro de ar renovado, autêntico e incisivo, sem o jargão e o verniz eufemístico que com tanta frequência acompanha a literatura de negócios. A intenção do autor é ajudar o leitor a entender que os dois polos - ética e negócios - encontram sua coerência na pessoa humana. O negócio precisa ser considerado, antes de tudo, atividade humana básica que tem lugar dentro da comunidade humana maior. Os negócios são uma ciência humana, muitas vezes, reduzida a uma ciência empírica que limitam os negócios a um conjunto de procedimentos irracionais que produzirão lucros, se seguidos servilmente. Nessa ótica, a ética humana se torna uma lista do que fazer e do que não fazer para percorrer a fórmula de negócios em direção ao sucesso. Na melhor das hipóteses, acaba sendo um código de ética promulgado pela administração e apresentado a todos. Entretanto, se os negócios são, de fato, uma ciência humana, então a ética dos negócios é mais complexa e precisa lidar com a série completa de valores, motivos e propósitos. Este livro examina as várias dimensões que tornam uma empresa mais ou menos moral. Nenhuma empresa é completamente moral ou imoral. Os elementos básicos da moralidade aplicam se tanto às organizações "com fins lucrativos" como às "sem fins lucrativos", tanto a empresas pequenas como a grandes corporações.

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