Business and the Greater Good
Rethinking Business Ethics in an Age of Crisis
Studies in TransAtlantic Business Ethics series
Edited by Knut J. Ims, Professor and Lars Jacob Tynes Pedersen, Associate Professor, NHH
Norwegian School of Economics, Norway

With cutting-edge insights from leading European and North American scholars, this
authoritative book addresses the fundamental problems of business in an age of crisis whilst
presenting radical, but practical, solutions.

‘Bringing together business and the greater good is not a piece of cake. In Knut J. Ims' and Lars
Jacob Tynes Pedersen’s book, internationally known scholars from both sides of the Atlantic
develop deep reflections on the relationship between business and society. The authors show
conflicts between business and the greater good and also demonstrate how business can be
transformed, in order to align the goals of business and society. This is not only a book about the
future of business ethics, it is a book about the future of business in general.’
– Thomas Beschorner, University of St. Gallen, Switzerland

‘Business and the Greater Good does what it promises: rethinking business ethics in a
competent, inspired and committed way. Its in depth analysis of the current failures of business
and business ethics, while at the same time opening unexpected windows for the future, is its
hallmark… Reading this book has convinced me that business ethics is entering a new phase of
pioneering research and practice.’
– Luk Bouckaert, KU Leuven University, Belgium