

CONTENTS

Introduction

Business in the Nineties: Facing Public Interest	1
<i>Peter Ulrich</i>	

Part I:

Facing Public Interest – Horizons of the Ethical Challenge on Business

Clash of Civilizations or World Peace through Religious Peace	11
<i>Hans Küng</i>	

The Responsibility Enterprises Have Regarding the Big Problems	29
of Our Time	
<i>Hans Ruh</i>	

Public Expectations Toward Private Industry: Greenpeace's	33
Expectations of Companies with Regard to their Ethical and	
Political Responsibilities	
<i>Thilo Bode</i>	

Part II:

Business in Response to a Concerned Public – Ethical Foundations

The General Public as the Locus of Ethics in Modern Society	43
<i>Adela Cortina</i>	

Business in Response to the Morally Concerned Public	59
<i>Ronald J.M. Jeurissen</i>	

Entrepreneurial Performance and Public Accountability	73
<i>Peter Pratley</i>	

Part III:**Business in Response to a Concerned Public – Corporate Policies and Guidelines**

The Concerned Public: A Management Challenge 97

Andres F. Leuenberger

Business Policy and Corporate Dialogue in the Banking Field 105

Walter G. Frehner

Customer Focus in ABB Switzerland's Communication Policy: 113

An Ethical Challenge

Andreas Steiner

Business Policy and Corporate Dialogue: Future Challenges 119

Gerry Wade

Part IV:**Corporate Dialogue and Public Relations – Critical Issues**

What Happens if Small Challenges Big? 131

Maya Doetzkies

Corporate Responsibility and Reputation Management 137

in Crisis Situations

Walter G. Pielken

Dialogue between Corporations: Ethically Conscious Public 149

Relations Management as Promoter of Industry-wide Agreement
on Ethical Policies

Regine Tiemann and Susanne Zajitschek

A Survey of Moral Conflicts among Norwegian Public 167

Relations Professionals

Johannes Brinkmann and Hans Gudmund Tvedt

Part V:**Ecological Challenges and Business Response – Examples and Experiences**

Corporate Responsibility and Hazardous Technology: 185

An Example of the Interaction Process Between Industry
and Society

Brian Harvey and Neil D. Stewart

Environmentally Responsible Business Strategy:	199
Packaging Company's Response to a Critical Challenge	
<i>Minna Halme</i>	

Experiences with Corporate Dialogue: The Case of the	213
Ciba-Geigy Incinerator for Special Waste	
<i>Ralph Saemann</i>	

The Marketing Dilemma: Marketers Between Consumer	219
Wants and Ecological Requirements	
<i>Jost Wirz</i>	

Part VI:
Social Challenges and Business Response – Examples and
Experiences

Are Economic Realities Forcing EC Europe to Abandon	227
Social Democracy in the Workplace? Perspectives from	
the Boardroom in Six Member States	
<i>David L. Mathison</i>	

Family Issues of Employees: The Case of Excel Industries, Inc.	241
– A Conflict with Public Perceptions in	
the United States	
<i>James S. O'Rourke</i>	

Responsibility in Management: An Issue for Personnel	251
Development in Major Companies?	
<i>Stefan Jepsen and Jürgen Deller</i>	

Contributors	267
-------------------------------	------------