



The American Business Corporation: New Perspectives on Profit and Purpose

By -

MIT Press Ltd, United States, 2003. Paperback. Book Condition: New. 202 x 136 mm. Language: English . Brand New Book. This book is a collection of informed observations on the current American business scene. Part I was originally published as the Winter 1969 issue of Daedalus; Part II, however, contains both a new Preface and eight essays written during 1970-1971 which expand or illustrate themes that emerged from the earlier papers. The first part of the book presents the views of a number of scholars and scholarly journalists on the role of American business, focusing particularly on its responsibility in a time of deepening social crisis. Several themes are apparent: a consensus that private business will increasingly supply many of the physical goods and services previously obtained from public sources, and that the profit motive (tempered by social responsibility) will remain a primary force in American business; a general concern with the impact of accelerating technology and with the need for more comprehensive planning; a recognition of the increasing role of American business abroad and the problematic relationship of large U.S. firms to the sovereignty of foreign governments; and a noticeable fear that some sort of corporate fascism will develop...



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