This volume comprises the work of twenty scholars and practitioners from Europe, America, Asia and Africa. Contributors represent a diversity of fields including organizational science, economics, systems theory, personality psychology, business ethics, finance, management, philosophy, political science, sociology, and ecology. All the papers stand for a more human and ethical approach to economics and business.

The first part contains challenging papers on the myth of rationality, corporate social responsibility, critical pragmatism, moral disengagement mechanisms, and ethical decision-making. The papers listed under 'Innovative Practices and Policy Reforms' address issues of authenticity in business, sustainable investments, ethical consumerism, and happiness in economics. The Opinions section focuses on the ecological sustainability of business. The Debate section concentrates on the ethics management paradox, which states that opportunistic ethical initiatives fail. Only genuine ethics works in business.
