

# Human Excellence for Sustainable CSR



Unang Mulkhan

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**MURA**  
ANUGRAH UTAMA RAHARJA

Perpustakaan Nasional RI:  
Katalog Dalam Terbitan (KDT)

**Human Excellence for Sustainable CSR**

Penulis:  
Unang Mul Khan

Editor:  
Moh. Nizar

Desain Cover & Layout  
Team Aura Creative

Penerbit  
AURA  
CV. Anugrah Utama Raharja  
Anggota IKAPI  
No.003/LPU/2013

xii + 98 hal : 14 x 21 cm  
Cetakan, Oktober 2017

ISBN: 978-602-5636-03-5

Alamat

Jl. Prof. Dr. Soemantri Brojonegoro, Komplek Unila

Gedongmeneng Bandar Lampung

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Website : www.aura-publishing.com

Hak Cipta dilindungi Undang-undang

"Business ethics based on virtue is increasingly viewed as an appropriate ethical framework for corporate policies and practices. In his article in *Business Ethics Quarterly*, in 2000, 'Business with Virtue: Maybe Next Year', Solomon is concerned with how global corporations can demonstrate their integrity to humanity by using virtue ethics. This book is important to appreciate and provide virtue becoming the focus of attention in modern business ethics has come from a sense of individual ethical value. Virtue ethics forms part of Aristotle's ideas as set out in his '*Nicomachean Ethics*' (NE), which explains that a good man is to live according to virtue, and the good life is the virtuous life (living virtue). Aristotle explained virtue ethics as excellence of character, based on habit".

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